

REGION III  
WORKSHOP PROCEEDINGS

UNIVERSITY OF MICHIGAN  
BROADCASTING SERVICE (WUOM - WFUM)  
ANN ARBOR, MICH.; MAY 22 - 24, 1953

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS  
119 GREGORY HALL, URBANA, ILLINOIS

## CONFERENCE HOSTS

Waldo Abbot-----Director of Broadcasting, University of Michigan.  
NAEB Director, Region III.

William Bender, Jr.----Script Editor, University of Michigan Broadcast-  
ing Service. Conference Recorder

Edwin G. Burrows-----Assistant Director of Broadcasting, WUOM-WFUM.

William B. Stegath-----Production Director, University of Michigan  
Broadcasting Service. Conference program coord-  
inator.

## EDITOR'S NOTE

At the Region III workshop, particular emphasis was placed on the problems and questions of the individual delegates. Consequently, the attached report contains many sections devoted to Questions and Answers. We feel this is one way to reflect the spirit of inquiry which ran briskly through all sessions.

It should be clearly understood that virtually all questions and answers, as well as the talks and comments of the major speakers have been paraphrased. Although the individual is often identified, it is well to remember that there may be errors of content or emphasis. We trust that such errors have been held to a minimum, but should they exist the fault lies with the questionable stenographic ability of the editor. Much as we should like to have you believe otherwise, we are not infallible.

Following the pattern of Schenken's excellent report on the Region II meeting, we have opened this write-up with a summary of the major recommendations arrived at during the conference. We further acknowledge, with appreciation, the aid of the various state-group secretaries who provided coverage on the sub-regional meetings on the 23rd, and the valuable aid of Bill Stegath who covered the unexpected session on the night of the 23rd.

William Bender, Jr.  
Recorder

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS  
Region III Meeting Report  
University of Michigan  
22-24 May 1953

SUMMARY OF RECOMMENDATIONS:

The following are the major recommendations arrived at by the Region III conferees. Further recommendations and details of those presented here will be found in the body of the report.

- 1) NAEB Headquarters should begin long-range program planning. Such planning should be based on research findings of what makes a good educational program, and the needs and demands of the prospective audiences. Such a "Planning Committee" should replace the present "Network Acceptance Committee." It should find the best people and the best areas for programming, and then commission the programs to be done.
- 2) Futures conferences should include at least one session in which small stations and wire-wireless people could assemble to discuss problems unique to their operation. Some conferees thought the division could be made on the basis of station power; others, however, felt it should be made on the purpose of the station: i.e., student-training, education, in-school broadcasts.
- 3) The Board or Executive Committee of NAEB should formulate a simple three-word tag to be used by all NAEB stations. The present "NAEB" tag is too cumbersome for constant use in the station breaks, and is even ungainly at the end of Tape Network programs. Since the NAEB Network, informal though it may be, is still a network, there would be an element of promotion and prestige in employing a pertinent tag-line. Suggestion was made for "E.B.S.--the Educational Broadcasting System." Vote of conferees was taken and although "E.B.S." was not especially popular, the vote was overwhelmingly in favor of finding and using some such tag-line.
- 4) A national policy should be established in regard to paying participants (especially faculty members) for radio appearances. The recommendation arose from consideration of the educational broadcasting dichotomy in which TV pays talent fees and radio does not. Suggestions were made whereby "pay" could be made in prestige advantages. These will be found in the body of the report.
- 5) Favorable discussion centered around proposals for a regional Newsletter. This might be prepared within the region and mailed with the national NAEB Newsletter.
- 6) Suggestions were made for developing the exchanging within the region special regional-interest programs. An example would be an historical series about the old "Northwest Territory" which is geographically similar to NAEB's Region III.
- 7) Headquarters should explore the possibilities of re-instituting the script exchange. This might entail a screening of scripts presently on hand, discarding deadwood, determining the needs of the various members for scripts, etc.
- 8) Headquarters should provide continued clarification and legal advice regarding copyright laws, and the liabilities of members for broadcasting and recording various types of programs.



MINUTES OF MEETINGS

22 May -- 10 a.m.

Some 74 representatives of Region III and station guests were present at the opening meeting of the 3-day conference. They were welcomed by Waldo Abbot, director of Region III and host for the meeting.

In his greeting, Abbot sketched the purpose for the gathering: an informal get-together and workshop by Region III-ers to examine the NAEB. He pointed out that the success of the meetings would hinge on the amount of "give-and-take" that could be stimulated.

Burton Paulu, Vice-Pres. NAEB:

Paulu sketched the history, goals and ideals of the NAEB. The organization is roughly 25 years old. Present membership can be broken down as follows:

Active members & Station Operators.....	98
Associate members.....	83
Affiliate members.....	17

Income for the NAEB is dependent upon dues, fees and special grants. This supports such activities as: annual convention, regional meetings, publications (Newsletter, Bibliography of Radio and TV, Surveys, etc.), and operation of the Tape Network.

Perhaps the most important function of NAEB is giving leadership to and championing the ideals of educational broadcasting. In that connection, NAEB has adopted the philosophy that its membership is comprised of "educators who broadcast; not broadcasters who educate."

In the field of leadership, NAEB's achievements have been highlighted by three seminars which dealt with the basic ideas of broadcasting:

Allerton House Seminar.....	1949
Program Seminar.....	1950
School Broadcasting Seminar.....	1952

An up-coming seminar is scheduled for June 21-27 at the University of Wisconsin to study educational television: its social role, relationships to other mass media, potential for adult and classroom education, and the basic program philosophies involved.

In the field of program development, the NAEB has received financial backing from the Fund for Adult Education to plan and produce several outstanding series such as THE JEFFERSONIAN HERITAGE, VOICES OF EUROPE, PEOPLE UNDER COMMUNISM, and WAYS OF MANKIND. It has also stimulated the development of programs at the membership level by gaining additional financial help from the Fund for Adult Education and the W. K. Kellogg Foundation.

A further achievement has been the organized movement, in which NAEB played an important role, to reserve the 242 TV channels for educational purposes. Further, the Fund for Adult Education is establishing a resource center for TV program development, for which a five-man NAEB advisory committee has been set up at FAE's suggestion.

These achievements in educational broadcasting have been made possible by a combination of three factors: a growing public need for educational material;



money to explore that need and to support programs to fill it has been made available through the FAE, Kellogg, Rockefeller and other funds; and, thirdly, the NAEB itself has been in a position to provide the necessary professional services to develop these programs.

However, there are still goals which have not been fully achieved. Educational broadcasters must seek to establish themselves in their institutions; within their institutions they must reach a co-equal status with other positions of similar responsibility. On the local level, there is an obligation to provide the same kind of local leadership that headquarters provides nationally.

QUESTION: What is the status of the script exchange? (Bender)

ANSWER: Never developed an active nor effective exchange. Chief difficulty was that the scripts submitted to headquarters were seldom usable by anyone other than the donor. Envision future reinstatement of the script exchange, for both radio and TV. (Schooley)

QUESTION: What service can wired-wireless stations receive through the Association? (Operator of student station)

ANSWER: Question referred to afternoon session. (Abbot)

COMMENT: NAEB has a lot of scripts. Many may be deadwood, but many of them are probably good. NAEB should find somebody to screen through the available material, and select and discard from those already on hand. (Lardie)

COMMENT: Scripts are available for THE JEFFERSONIAN HERITAGE series in book form. Probability that WAYS OF MANKIND and PEOPLE UNDER COMMUNISM scripts will also be published. (Schooley)

QUESTION: Will the JEFFERSONIAN HERITAGE again be available on the NAEB Tape Network?

ANSWER: Not for the original general distribution. The Tape Network is overloaded. The HERITAGE is already available on L.P. for broadcast.

QUESTION: Why is the BBC Theatre so fussy about dubbing and extra distribution? Our English Department wants to use RICHARD III and some of the others.

ANSWER: I urge you not to violate our agreement with the BBC. This prevents duplication except by the BBC; that is based on their agreement with the unions. (Schooley)

COMMENT: Those shows can be recorded off the air by Audio-Visual departments and.

ANSWER: That is a violation of the public law on copyrights! There is a difference, according to NAEB legal consultants, between broadcast rights--which are somewhat more liberal--and recording rights.

QUESTION: Can NAEB provide us with a brief summary of these new copyright laws?

ANSWER: Will be available in the near future. May print it from time to time in the Newsletter. (Schooley)

QUESTION: Can NAEB give us any advice on the Conelrad business? (Plan to clear airwaves in the event of enemy air attack.)

ANSWER: Make it in the form of a memo from this meeting. (Schooley)

"THIS IS YOUR NAEB"

22 May -- 1:45 p.m.

"Tape Network and Other Services"---Jim Miles, NAEB Secy.

Miles presented an illustrated lecture on the resources of NAEB Headquarters. This included the methods of interchanging information, the publications file, display boards, and physical operation of the Tape Network.

He pointed out that the whole is an expensive operation which is only partially covered by the present assessments of \$400 for Class A, \$250 for Class B, and \$150 for Class C stations. When NAEB becomes fully self-supporting, the cost will probably fall into the following brackets:

Class A---\$750-800

Class B---\$450-500

Class C---\$250-300

QUESTION: Can we get prints of the map of educational stations in the nation? (Lardie)

ANSWER: This is under consideration. (Miles)

COMMENT: This slide-presentation itself would make a good TV program.

ANSWER: See Schooley. He may lend it to you. (Miles)

QUESTION: Do you have any plan for a TV film service operating similar to the Tape Network?

ANSWER: The Fund for Adult Education is establishing a Radio and TV program Center in Chicago designed to accomplish this end. It's future relationship with NAEB proper, remains to be determined.

COMMENT: (Complaint that some shows from Tape Network have not been fully wiped before dubbing so that there is a certain amount of crosstalk coming through on the tapes.)

ANSWER: Whenever you have a complaint on tape quality let us know immediately. Send back the bad tape so the engineers at Headquarters can have a chance to examine it. (Miles)

QUESTION: What are the necessary steps to submit a program to the NAEB Network?

ANSWER: Submit a sample program plus an outline of the series to Headquarters. The Acceptance Committee consequently reviews the decision of Hdq. (Abbot)

QUESTION: We are a wired-wireless station. What can we get from NAEB and how much will it cost? We operate 24 hours a week.

ANSWER: The Tape Network is established to serve "licensed radio stations" only. We cannot service you via the network because you are not a licensed station.

QUESTION: We are a University-owned, but student-operated station. We could use the network for 6-8 months of the year only. Can we get a knockdown on the price?

ANSWER: No. The general operating costs make it impossible to make exceptions of this nature. The network must operate 12 months a year. (Schooley)

QUESTION: Can commercial stations use NAEB programs? (Schooley, SIC)

ANSWER: Permission for commercial stations to broadcast an NAEB program must come from the institution which originated the program. We prefer that the intended user contact the originator direct. NAEB does not want to get involved in this at the present time. (Schooley, SIC)

"Goals And Accomplishments of NAEB"

Frank Schooley, Executive Director and Treasurer

Schooley began with a dissertation on the troubles beholden upon the job of Executive Director of NAEB. He then went on to report certain accomplishments.

NAEB has been successful in helping outstanding persons obtain fellowships and internships in the radio and TV field. A committee which included Miles, S Schooley, and Coleman made recommendations to the State Department for the exchange of three men with France, England, and Italy. There is a further aim of establishing fellowships (for Master and Doctoral candidates) for advanced study.

Newsletter: The aim here is to increase the overall quality of the publication. That depends in large measure on the material submitted by the members. Headquarters is also viewing the possibility of establishing a more professional type journal: one which will serve the needs of a large audience in the field. While such a publication is not yet in the works, the need and the possibility has been recognized.

QUESTION: Why are you having so much difficulty with "tape-nappers"?

ANSWER: Probably a combination of many reasons: slowness in getting the tapes back into the mail, delays in programming, etc. The strongest reason, I suspect, is that stations are not keeping adequate records of the tapes they have received and returned. We are working out a new form which will help simplify keeping track of tapes. NAEB now has some 7,000 tapes. We need every one of these and more. A delay becomes a mighty serious thing. (Schooley)

QUESTION: Do you have any information to show that the stations to which tapes are sent are actually using the shows?

ANSWER: That doesn't seem to be the problem.

#####

"NAEB RESEARCH"

Robert Coleman, Research Committee Chairman

Most NAEB research thus far has been done with outside funds. Determined to provide information of practical value to members. Members of Research Committee: Dallas W. Smythe, H. H. Remmers, Purdue; Larry Myers, WAER, Syracuse; Merritt Ludwig, WOI-TV; Kenneth Harwood, University of Alabama; and Robert Coleman, WKAR, Michigan State College.

Various ways in which committee can be of service include:

- 1) Cooperate in national studies.
- 2) Assist local stations which do not have research facilities.
- 3) Initiate studies on local level and build into national project.
- 4) Make technical information available to members.
- 5) Act as clearing house for competent studies by members.

#####



Dinner, Michigan Union  
22 May -- 6 p.m.

Guest Speaker,  
Earl V. Moore, Dean, U. of M. School of Music

Dean Moore extended the "official welcome" of the University to conferees. His informal remarks touched on the relationship of radio to music education. He sketched the history of UM's "Festival of Song" series which had its foundation in the radio work done years ago by Dr. Joseph Maddy in the field of musical instruments. There have been tremendous services performed by radio in the musical field; there are equally great or greater possibilities for TV to carry on and augment radio. Both media are necessary for the fullest expression of abilities in art and music.

Mentioning the value of FM, Moore said that the art of music is the art of sound, and thus the art depends upon the best possible quality of transmission.

# # # # #

PANEL

"What are the Goals of the Educational Station in the Light of the Institution Which Supports It?"

22 May -- 8 p.m.

Moderator: Kathleen N. Lardie

Participants: William Bender, Jr., U. of Michigan--"Public relations  
J.J. Stillinger, Cleveland Public Schools--"Teaching"  
M. McCabe Day, WVSH, Ind.--"Education"  
Paul Rickard, Wayne University--"Publicity"

(BENDER) Any institution dependent on the public for support must recognize public opinion. The institution itself is responsible to promote public understanding of the spirit, history, goals and accomplishments of that institution. The objective, contrary to popular belief, is not to form public opinion, but rather to inform. The public can then make its own decisions.

In one fashion or another, all programs are "educational." Consequently, we must seek some other means or criteria to guide us in program development beyond that of "education." The public relations criterion can be one of our most important guides.

Significance of a "public relations" approach to programming:

- 1) It makes greater demands for showmanship to attract and hold audiences.
- 2) The best medium is the one which reaches the largest audience.
- 3) It requires a broad selection of program subject matter to accurately reflect and interpret the scope of the institution's activities.

(STILLINGER) If you present a good program, you hope that something worthwhile will go on in the mind of the listener. We have found the greatest enthusiasm for programs that fit closest into the curriculum...when that program is a definite help to the teacher rather than an "extra duty."

We at WBOE are chiefly concerned with the program that goes into the classroom and the job it is doing. Some of our advantages: (1) Station located in building with the school administrators; they can see it in operation, and feel a

sense of ownership. (2) Have supervisors who are vitally interested in radio. (3) Receive frequent visits, suggestions and comments from teachers. (4) Station personnel service all radio receivers in the schools...excellent opportunity for building pleasant relations with teachers.

(DAY) Although any program educates, we should be interested in the end-result of that education. The Tapenet, from the standpoint of the educator, is the cheapest service there is.

The goals of our station can be summarized as follows:

- 1) Aid to the teacher. Radio is a learning "tool" which the child uses outside the school more than he uses books. "Educators admit Gutenberg lived, but don't recognize Marconi."
- 2) Stimulus to the child. We can offer this stimulus via the prospect of the child himself getting on the air.
- 3) Relation of school to community. If we can stimulate parents to listen at the same time and to the same programs that their children hear, we will create a powerful public relations tool.

(RICKARD) All these (the foregoing comments) are proper objectives which probably echo the goals of the institutions represent. One goal is not better than another. In each case, we must carry out the goals of the institution which supports us. If we believe those goals should be changed, we can try to change them. But until the change occurs, we are beholden to follow the established goals.

The primary goal at Wayne University is training students, not public relations. For instance, we broadcast sports programs because we want to train sports announcers.

#### SUMMARY FROM MODERATOR---OPEN FOR QUESTIONS

QUESTION: Having a medium of communication, how can you communicate without an audience?

ANSWER: You can train students in speech without an audience. (Rickard)

QUESTION: How can you justify your radio license?

ANSWER: We hope and expect we can do a public service for our audience. But we observe these basic goals regardless of that audience. (Rickard)

QUESTION: Did you say your institution didn't care about public relations?

ANSWER: Of course we're interested in public relations, but it plays a very minor role. (Rickard)

COMMENT: The teacher's greatest contribution is just to be a good teacher. Doing that good job is itself excellent public relations.

#####

23 May

9:00 a.m. --- Executive Committee meeting (closed)

9:00 a.m. --- State sessions

#### INDIANA SECTION, REGION III

The Indiana State Session for the NAEB Region III conference met in Studio C of Station WUOM at Ann Arbor, Michigan, at 9:30 A.M. on May 23, 1953. Mr. John A. Maier, chairman; Miss Turnell, secretary.

Indiana seems to be the center of public school 10-watt FM operation. Low-power FM has been successful in meeting the individual radio needs of public schools and colleges..

Where should transmitters be located in cities? Mr. Maier stated that a building transmitter for each school is needed in a large city radio plan. Mr. Henderson questioned whether enough good programming could be provided for so many stations. Mr. Day felt that multiple transmitters are needed because of school scheduling problems: in addition, one 10-watt station would not cover a city.

Much discussion was held regarding the place of radio at the Indiana state teachers' convention at Indianapolis. It was recommended that the following point be stressed: Since radio is a tool for all, a general session for educational television-radio is needed. The program might be divided as follows:

- a. University services and the part they play in radio-television.
- b. Participation by students, particularly in 10-watt FM stations.
- c. Speech-radio relationship.
- d. NAEB services.

It was suggested that the group define a philosophy of educational broadcasting. Although some schools are convinced that time can be granted by commercial stations for educational programs, the group felt that not enough time can be so received. Education requires an integrated program of radio-television, not just an incidental program contributed by commercial interest. Only a school system owned and operated by a school can go on the air at any time desired. It is necessary to convince administrators and teachers of the services of radio. This can be done through the AER. Perhaps mimeographed sheets showing the services of radio-television to Indiana can be distributed to the communities and schools to help spread the message.

In defining the philosophy of radio-television, the advantages were listed as follows: 1. Service to the community; 2. training of students, with student participation on the station; 3. student motivation for the study of English, Speech etc. Each school will have at least two large objectives; service to the community and student participation.

School participation leads to some problems. Dramatic production is too difficult for some groups. It is better to have a central workshop drawn from all schools for dramatic programs. Speech programs and others requiring little "production" will be satisfactory for all. Transportation of students and interruption of schedule is a real problem in schools, unless a telephone line to central studios is provided.

In discussing the value of radio to a school system, the group questioned Mr. Carmody from the Gary Schools. He said that Gary decided to apply for a license to operate a station because they had carried on make-believe radio activities with dummy microphones, etc., for many years. It isn't necessary to have a station, to have radio. Radio activities can be carried on with P.A. equipment, tape recorders, etc., but administrators should realize that these other activities may easily lead to a station.

In discussing the various ways of promoting educational radio-television, it was decided to:

1. Appoint someone to make a map to show the concentration of stations in Indiana.
2. Appoint someone to write an article for the INDIANA TEACHER. (A monthly column was also suggested.)



3. Use the channels of the Audio-Visual department of the state P.T.A. (Mr. McKown is state chairman of this committee for the P.T.A.)
4. Appoint someone to talk to Mr. Robert H. Wyatt, Secretary of the State Teachers' Conference, to see if a meeting on radio-television can be arranged for a general session of the State Teachers' Conference.
5. Send fact sheets regarding stations to Purdue and Indiana University and other centers where superintendents would go to seek information.

Further topics discussed included: the tape library (tapes should be reviewed every two years for possible use or discard); the use of funds of the NAEB, with the question of spending more for promotion of programs and for manuals and less for tapes; the possibility of markers to indicate the cueing of tapes with long leaders.

How can workshops with elementary teachers be worked out? It is best to go directly to the schools and teachers to explain the utilization of radio. Michigan has had success with a teachers' workshop at a conference held before school opened.

The following recommendations were worked out for presentation to the NAEB:

1. The NAEB might expend more time and effort to get tapes and manuals to the teachers in time for duplication in advance of the time needed. This material should be available in the spring before the fall semester.
2. Forms should be provided for evaluation of programs by the stations using the programs. The NAEB should be asked to set up a program evaluation form. Stations refusing programs should explain why they refuse.
3. More promotional material in the form of maps, etc., should be sent to member stations. More money should be spent for promotion, less for tapes.

ILLINOIS & WISCONSIN: (E.C. Waggoner, Chairman; Gertie L. Hanson, Recorder)

Arrived at several questions and problems to be referred to the Board or Executive committee of NAEB:

- 1) What can we do to encourage FM set ownership?
- 2) What can be done to integrate educational radio and TV programming?
- 3) What is the possibility of getting A-1 scripts in radio and TV that could be used as a guide for study and production?
- 4) Due to the need for an operational "shot-in-the-arm" would it be possible to have a travelling production workshop in radio? Andrew Allen, Rudy Bretz or others might be leaders.
- 5) How can it become possible to have newspaper publicity of radio and TV programs?
- 6) Would like to have some sort of acknowledgement of tape network program acceptances.
- 7) Would like from NAEB a follow-up showing utilization of tapenet programs. If station receiving program does not use it, can arrangements be made for its use by another station in the area?
- 8) Since an entire series of program might not be acceptable to tapenet, could individual, single-shot programs be selected?

MICHIGAN: (Paul Rickard, Chairman; Betty Fuller, Recorder) Arrived at several recommendations:

- 1) Try to locate all groups in Michigan that are trying to do Educational Broadcasting: groups that may produce shows for broadcast over commercial stations. Get a statement from each listing its activity in this line.
- 2) Establish complete exchange of materials from all Educational Broadcasting groups within the state; i.e., program listings, brochures, teachers manuals, etc.
- 3) Explore means whereby established Educational Broadcasting stations in Michigan can help groups that want to do some work in this line. (Such as WANR, Albion wired-wireless, and WKBE-FM, Muskegon Schools)

What copyright problems will these groups run into in attempting to provide scripts or tapes for broadcast by these non-licensed organizations over wired-wireless or local commercial outlets?

- 4) In what way can the operating stations help non-licensed groups gain support from their administrators and communities? Can the actives help by: granting releases to rebroadcast programs off the air? Writing letters which the local broadcasters could then bring to the attention of his administrators? By visiting the smaller organizations and lending support to get a station going?

OHIO: (Harry D. Lamb, Chairman)

In general the Ohio Gang agreed that their problems were not peculiar to Ohio and that there would be overlapping with those from other states. The following problems nevertheless were considered of sufficient importance to bring before the assembly.

I. Problems centered on programs and programming.

1. In-School Foundation Programs.

Four programs for the use of public school radio stations were recommended for writing and production through foundation grant by the Kellogg Seminar last summer. What has been done about them?

2. Should time limits be established for programs designed for in-school use? It was thought that programs for primary grades should be limited to fifteen minutes because the audience span of attention was limited. Few school programs should exceed half an hour in length; the longer the program the more difficult to schedule and the less the audience.
3. Can a better way of obtaining programs from member stations for network distribution be established?

The group seemed to feel that the standards of judgement of programs submitted for network acceptance were unknown; that the present system of free offerings did not provide for a balanced diet of programs in areas on interest; and that some plan of operation should be devised that would permit planning of programs and submission of programs in answer to the expressed needs of the members. The following plan was suggested as a possible solution:

- a. Establish national program committees at each level of operation (college, public school stations) to determine the programs to satisfy the greatest needs. These committees would meet regularly throughout the school year to plan programs and to audition programs developed within the organization or obtained from other sources with a view to recommending them for national distribution. It was felt that regularly scheduled meetings were necessary rather than merely the national meetings of NAEB or as attendant upon the Columbus Institute meeting. Travelling costs for these committee meetings should be defrayed by the NAEB.
- b. Writing and production of the programs decided upon would be farmed out to members on the basis of ability to perform the particular series.
- c. Nothing in these suggestions prevents the free development of programs of their own by member stations and submission of them for network distribution.

II. Up-grading of professional status.

1. Can the NAEB help in raising professional status?
2. Can NAEB help establish a climate of opinion in the administrations of institutions so that staff contributions or radio participation by professors not on staff could be equated with scholarly publication?
3. Could the NAEB establish the practice of informing top administration of the excellent programs submitted by their radio department or other contributions by their radio or TV station? This could be done by letters



of thanks for programs submitted, for participation of staff members in national radio organizations, and in whatever other manner is proper and expedient.

4. Could the NAEB, at each appropriate level, make a study of salaries, qualifications, academic standing of institutions represented, and other pertinent data, and inform top administration of their standing with comparable institutions, not so much with the purpose of pressure for up-grading of radio-TV personnel but for establishing as favorable a climate for Radio-TV personnel as exists for other colleges and departments of instruction.
- III. Will the NAEB keep in mind that some member stations become tape-nappers out of necessity occasioned by a wide difference in school calendars?
- IV. Will the NAEB remember that station budgets for promotional work are limited. And therefore network offerings unless they carry their own promotional material (such as did The Jeffersonian Heritage) should be timed so that they can be included in the station's regular catalog...most of which are prepared in summer. Therefore, fall and winter network offerings should be made available by June...or else have their independent promotional kits.
- V. Would the NAEB be strengthened or weakened if there were more formal recognition of different operational status of member? (This was directed largely at the Institute's failure to group according to function and grouping all 10-watts together rather than recognizing that a college 10-watter had little in common with a small school system's 10 watt station.)
- VI. Looking toward the potential increase in membership from an enthusiastic and widespread group of young people, the group suggested that all relationships with wire-wireless stations be explored open-mindedly.
- VII. And, recognizing the excellent work being done by the NAEB at the national level through its affiliation with JCET and NCCET, the Ohio gang commends the NAEB for its support of educational TV, and solicits its continued support in Ohio planning both at the State network level, and at the individual member station level.

And the Ohio gang formally requested its chairman to indicate to the National Association of Educational Broadcasters its recognition of the outstanding work being done by its officers, its appreciation of their work individually and collectively, and to assure the officers that the above questions and suggestions were in no way critical, but were brought forth in recognition of the objectivity of approach to problems invariably demonstrated by the officers of NAEB.

#####

23 May -- 12 p.m.

LUNCHEON -- "Report on FM Promotional Campaign", Waldo Abbot, WUOM

The month of May was devoted to FM promotion throughout southeastern Michigan. There was little cost, but considerable effort involved. Plan of action was originally sketched out at a February meeting of distributors, manufacturer's agents, and broadcasters. NARTB and NAR Manufacturers cooperated.

At the advance meeting, the group selected May 1st to start the drive because of the lively sports appeal...events that would be channelled out chiefly through FM. Distributors promised to have an adequate number of FM sets in hands of dealers. WJR, Detroit, promoted a series of binaural broadcasts. WXYZ, Detroit, scheduled special opera nights. WUOM arranged a number of special programs, recorded pick-ups of community events in various towns in the area, and also printed and distributed an FM dial chart. The Detroit "Free Press" ran a full page



feature article on FM. Abbot himself contacted some 45 radio manufacturers and drew up what is probably the only existing comprehensive list of the types of FM sets available to the public. According to one Detroit distributor the sale of FM receivers increased over 90% during May.

#####

COMMENT: I think dealers are the key people in any such promotion. They are the ones who place the sets--AM or FM--in the hands of the public, and they are the ones who need constant follow-up (Engel)

COMMENT: Good results in Toledo (also tied up with the SE Michigan campaign). Estimate 50,000 FM sets in Toledo. (Lamb)

#####

"General Session"

23 May -- 2 p.m.

The general session was arranged to study the comments, questions and suggestions arrived at by the individual state sessions in their morning meetings. Sitting on the "panel of experts" were: Burton Paulu, Robert Coleman, Frank Schooley, and Jim Miles. The questions, for the most part, were directed at the panel-eers.

QUESTION: With the mass duplicator at NAEB Headquarters, can you somehow arrange to avoid the long, dead intro? (Ed. note: The duplicator makes dubs "from back to front" to avoid extra handling. On a short program, this results in a long lead of blank tape.)

ANSWER: Unavoidable. Suggest you use fast-forward to find the opening of the program. But by all means, avoid snipping off the lead!

QUESTION: How about an NAEB brochure on "How to Splice Tape?" A lot of bad practices are being used which result in sticky tape, poor joints, etc.

ANSWER: Adequate information on tape splicing on every box of tape. If you won't read that, you won't read a brochure.

QUESTION: About how much is an electronic splicer?

ANSWER: Presto-Seal is around \$60.

QUESTION: Can a wired-wireless pick up, say, the WUCM signal and rebroadcast it?

ANSWER: Sure. But only if you have the permission of the station.

QUESTION: Legally speaking, is a wired wireless broadcast considered to be a "public performance"?

ANSWER: Yes.

COMMENT: The Ohio delegates feel that NAEB should increase its interest and services to the wired-wireless stations. You stand your best chance of recruiting new "active" members from this group if you can help them gain the required status in their institutions.

ANSWER: There are approximately 250 wired-wireless stations in the nation. Compare this with the about 81 education stations. It would require an almost prohibitive amount of effort to serve that group.

QUESTION: What can combined Michigan stations do to help themselves?

ANSWER: Produce special programs which are suitable for regional broadcast, and then establish a central distribution point for these regional programs. However, it is questionable whether the "state" is a proper sort of boundary. Region III

is fundamentally the old "Northwest Territory." You could cooperate on that line with, say, a series of historical programs. Could also established a regional script exchange...possibly, even a regional newsletter. Such a newsletter could cover 10-watters, wired-wireless and others, not just active NAEB members. One advantage of that would be that a lot of information is interesting only within the state or region and might not be of sufficient appeal to get into the NAEB national Newsletter.

QUESTION: How can NAEB help us achieve a more professional status within our own institutions? There is a need to educate top school administrators in regard to the responsibilities needed to conduct broadcasting, to suggest salary levels, etc.

ANSWER: The National University Extension Association and the NAEB recently made a survey, part of which covers salaries and budgets. For example, it will point out what percentage of the institution's operating costs ought to go into broadcasting...salaries of broadcasters, etc. We're beginning to find out that there is greater salary difference between the heads of broadcasting and their employees than there is between broadcasting and other units of the institution.

The results of this survey should be available within a few months.

COMMENT: Feel a national attitude should be adopted on paying faculty participants on radio shows. There is a current dicotomy: in that the teacher on TV gets paid for the same thing he would have to do free on radio.

COMMENT: On that matter of helping achieve a professional status: We had a space inserted in these annual Faculty achievement reports for "Radio Participation." Now if a man goes on the air, he can list the broadcast along with "books written," "articles in professional journals," "learned societies," etc. These reports go right up to the top and give the man a sense of achievement and recognition.

COMMENT: We are gaining considerable status by bringing in a temporary broadcasting staff member from the British Broadcasting Corporation. He'll be paid from a special fund set up for visiting experts, lecturers, etc.

COMMENT: When we launch a new program series, we have an introductory luncheon for the Deans and faculty administrators from the various departments. After lunch, we play for them the premier performance of the series. Shows them that we consider this coming series important, and we hope they will, too. We are also careful to point out that we are not having people do things for us, but that we are the medium through which the faculty members are reaching their public.

COMMENT: NAEB-ers are not all alike in their interests and resources. There should be at least one session in these meetings in which we small stations can assemble and discuss our own problems. Believe the Convention Committee should consider such a meeting for the next convention.

ANSWER: There are differences, true, but there are even more similarities. For example, the public relations problems are the same for a 10-watter or a 5-thousand watter. Not necessarily a matter of "power-output"; however, there may be a logical breakdown according to the "purpose" of the station. Is it for student-training? Education? In-school broadcasts?

23 May --- 8:00 P.M.

QUESTION: Education week is coming up in November. Can we get the NAEB maps in

window-display card size for publicity display at that time?

ANSWER: A new series of NAEB maps will be prepared for distribution by November 1. Each map will include areas of FM and AM coverage, with population data. (Schoolley)

ANSWER: Coleman of WKAR is preparing individual maps for individual stations. They will be sent to stations in a couple months for a check on accuracy. (Miles)

QUESTION: Can NAEB provide evaluation forms to measure the impact of programs? A form of evaluation already exists in the "standards" set up for network acceptance of shows, but stations want to know what happens to the programs they submit.

COMMENT: Doesn't Headquarters itself want to know what stations think about programs? The reaction to them? What makes a good radio program? It would help answer that question if we could agree, nationwide, on criteria of a good educational broadcast. Production details should be a part of those criteria.

ANSWER: We should devise an evaluation form for acceptance of programs for the network, use it, and then amend it as conditions warrant.

COMMENT: Headquarters should begin long-term program planning. Programs must be the best education can offer. NAEB should make a survey for finding the best people and the best areas for programming, and then commission the programs to be done. Coleman's research into program--lengths and McKown's suggestions (RE: program evaluation) would be a starting point for a long-term plan. It should be a program planning committee instead of simple acceptance or rejection of some specific series. (Harley)

DISCUSSION: This long range planning is necessary in NAEB's relations with Foundations. Previous grant-in-aid were awarded to the best programs offered at the time. No commissions were made for their production.

QUESTION: Are all tapes available to DAVI? (Department of Audio-Visual Instruction, NEA)

ANSWER: No. DAVI will select about 100 programs and will have dub masters made. State libraries will distribute and handle the problems of clearance. (Miles)

QUESTION: How about clearance of performance rights on recordings used on tape... and subsequently dubbed by an AV center? Who is liable for action with respect to violation of performance rights? (Stegath)

ANSWER: The AV center...unless it has a copyright license...is liable for the reproduction. You aren't. (Harley)

QUESTION: What can NAEB do regarding newspaper publicity for stations?

ANSWER: Can't do too much for you. You've got to sell yourself. (Miles)

COMMENT: Experience with "Youth Forum" showed they received better coverage in small papers. Big papers take only the unusual. Writing know-how is of extreme importance (McMahon)



(Answering question on attitudes of papers toward Wisconsin operation) Where newspapers are affiliated with stations, it's hard to get in. (Engle)  
Too often lethargy is responsible for lack of adequate publicity. (Miles)

Program planning--that is, a new series--should include plans for promotion. Organizations often get a story for us. (Paulu)

Local publicity up to local areas. NAEB couldn't do that anyway. Could do more though. Effort should be made to get more general stories out. (Day)

QUESTION: What does the future hold for relationship of Radio and Television?

ANSWER: There is a little fear, based on observations at various meetings, as to radio's future role with TV. Need a reasonable attitude in Radio-TV relationships. We are radio people, and need not be worried.

1. TV is here.
2. It's going to stay.
3. And if TV is to be displaced, it'll be in colored radio! (laughter) It's not TV vs Radio, but TV and Radio...both are here to stay. Why does any conflict arise?
1. Personality clash, different departments and different people.
2. Budget
3. Radio-journalism conflict still around...as example of similar situation.
4. Radio vs. TV in quality field. "Pulse" survey showed educational audience not as much affected by TV.

Prejudice-free attitude is important. We must live together. My thesis: Educators who broadcast...the job is the same in TV as is in Radio. Educators first, broadcasters second. (Paulu)

First REGION III CONFERENCE

Program

The Registration desk will be open at 9:00 A.M. Friday in the lobby of WUOM, 5th floor, Administration Building.

FRIDAY, MAY 22

Morning

10:00 General theme: THE SERVICES OF NAEB.  
Audio-Visual Auditorium, 4th floor, Admin. Bldg.

Regional Director's Welcome - Waldo Abbot  
NAEB Welcome - Burton Paulu, Vice-President  
Introduction of Registrants

Address: "The NAEB and You" - Burton Paulu  
Discussion

12:30 Luncheon at the Michigan Union

Afternoon

1:45 General session theme: THIS IS YOUR NAEB.  
Audio-Visual Auditorium, 4th floor, Admin. Bldg.

"The Operations of the NAEB Headquarters" and  
"The NAEB Tape Network" - Frank Schooley,  
Exec. Director and Treasurer  
(Questions from the floor)  
"The NAEB Newsletter" - Jim Miles, Secretary and Editor  
(Questions from the floor)  
"The Research Program" - Robert Coleman, Chairman of  
Research Committee

4:00 To the Abbot home, 1817 Washtenaw Avenue, for a social get-together.

6:00 Dinner at the Michigan Union  
Informal talk - Earl W. Moore, Dean of the School of Music, member of  
the Executive Committee on Broadcasting, chairman of the  
University Special Committee on Television.

Evening

8:00 - 10:00 Panel Discussion: "What are the Goals of the Educational Station  
in the Light of the Institution Which Supports it?" Studio C, 5th floor,  
Administration Building.

Kay Lardie, WDTR - Moderator  
William Bender, WUOM - Public Relations  
J. J. Stillinger, WBOE - Teaching  
Paul Rickard, WDET - Institutional Publicity  
Audience Participation

SATURDAY, May 23

Morning

- 9:00 Executive Committee meeting (closed).  
Room 5512 Administration Bldg.
- 9:00 State Sessions. Each state group will discuss activities within its own state and problems to be presented for answers by the national officers in the afternoon session.

INDIANA - Studio C. John Maier, WWHI.  
ILLINOIS & WISCONSIN - Studio D. E. C. Waggoner, WEFS.  
MICHIGAN - Room 5507. Paul Rickard, WDET.  
OHIO - Observation Room, WUOM. Harry Lamb, WTDS.

- 12:15 Luncheon at the Michigan Union.  
Informal report on State FM Promotional Campaign -- Waldo Abbot

Afternoon

- 2:00 General Session: "The 364 Questions."  
Studio C, WUOM  
Authorities: Burton Paulu, Frank Schooley, Jim Miles, Waldo Abbot,  
Robert Coleman.
- 6:00 Dinner at the Michigan Union.  
Informal talk by Everett Soop, President, National University Extension Association; Director, Extension Service, University of Michigan.

SUNDAY, May 24

Morning

- 9:00 A visit to the University of Michigan temporary television studios and view demonstration.  
Room 229, Angell Hall
- 10:15 Board busses or drive personal cars to the studios of WWJ-TV, Lafayette Boulevard, Detroit.
- 11:30 Inspect WWJ-TV studios and attend rehearsal of the University of Michigan Television Hour.
- 1:00 Observe telecast of University of Michigan Television Hour.
- 2:30 Dinner at Fort Shelby Hotel (one block from studio).  
University of Michigan Television staff will be available for questioning.



ATTENDANCE LIST, REGION III CONFERENCE

ACTIVE MEMBERS

ILLINOIS

E. C. Waggoner	Station WEPS	Board of Education, Elgin
Frank E. Schooley	Station WILL	

INDIANA

George C. Johnson	Station WFIU	University of Indiana
Harold T. Ross	Station WGRE	DePauw University, Greencastle
M. McCabe Day	Station WWSH	Schools, Huntington
John Henderson	Station WBAA	Purdue University, Lafayette
John Maier	Station WWHI	Wilson H.S., Muncie
Vernon McKown	Station WNAS	Schools, New Albany
J. J. Rucker	Station WYSN	Schools, New Castle

MICHIGAN

Waldo Abbot	Station WUOM	University of Michigan
Lee S. Dreyfus	Station WDET	Wayne University
Kay Lardie	Station WDTR	Schools, Detroit
Robert Coleman	Station WKAR	Michigan State College
Helen E. Brown	Station WFBE	Schools, Flint
Wallace Garneau	Station WMCR	Western Michigan College, Kalamazoo

OHIO

J. Daniel Logan	Station WOUI	Ohio University, Athens
Sidney Stone	Station WBGU	Bowling Green University
J. J. Stillinger	Station WBOE	Bd. of Education, Cleveland
W. H. Ewing	Station WOSU	Ohio State University
W. A. Milne	Station WSLN	Ohio Wesleyan, Delaware
Walton Clarke	Station WKSU	Kent State University, Kent
Stephen Hathaway	Station WMUB	Miami University, Oxford
Harry D. Lamb	Station WTDS	Schools, Toledo

WISCONSIN

Harold Engel	Station WHA	University of Wisconsin
--------------	-------------	-------------------------

ASSOCIATES

ILLINOIS

Stewart S. Howe	Chicago	Illinois Institute of Technology
-----------------	---------	----------------------------------

MICHIGAN

Joseph E. Maddy	Ann Arbor	National Music Camp
Esther Rupright	Battle Creek	Public Schools
Kari Natalie Franck	Muskegon	Public Schools

OHIO

William H. Ramsey	Columbus	Institute for Education by Radio-Television
-------------------	----------	--

WISCONSIN

R. E. Dierbeck	Milwaukee	Milwaukee Public Museum
Gertie L. Hanson	Stevens Point	Wisconsin State College

P  
R  
O  
G  
R  
A  
M  
N  
O  
T  
E  
S

-----

Of Bernhard Heiden's music, Tibor Kozma, conductor of the Indiana University Philharmonic and Opera Orchestra, says, "It is a style which is completely committed to the astringent, harmonically very much seasoned language of the twentieth century. Nevertheless, it is completely on tonal grounds. It is music which always makes me feel that it is the logical outgrowth of a musical development of many centuries.

Heiden's musical antecedents were formed in part when he studied with Paul Hindemith at the State Academy for Music in Berlin. His work there culminated in the Mendelssohn Prize for composition in 1933. The next few years found him on the faculty of the Art Center Music School in Detroit. After separation from the army, Heiden arranged for Radio Station WWJ and conducted the Detroit Chamber Orchestra. Formal studies were continued at Cornell and, in 1946, after receiving his M.A. degree, he joined the music faculty of Indiana University. Heiden, full professor since 1956, won the prize for American composers given by the Fine Arts Quartet of the American

Broadcasting Company with String Quartet No. 2., in 1951. His chamber music, which is in the repertoire of many outstanding groups, includes: two string quartets; Quintet for horn and strings; Clarinet Quintet; Serenade for Bassoon, Violin, Viola and Cello; sonatas for Saxophone and Piano; Horn and Piano; Violin and Piano; and Duo Piano. He has written two piano sonatas, short works for organ and a Woodwind Quintet. Heiden's Trio for Violin, Piano and Cello was premiered at the Library of Congress by the Beaux Arts Trio in January, 1958. One of his most well-known compositions is the setting of John Donne's "Divine Poems" for chorus.

Important performances of Heiden's works have been given by the symphony orchestras of Detroit, Pittsburgh and Indianapolis. His major orchestral works are Symphony, Euphorion: Scene for Orchestra; Concerto for Small Orchestra; and Symphony No. 2.

The Quintet for Oboe and Strings was composed during the month of August, 1963, in Florence, where Heiden worked on his first opera, "The Darkened City," which was premiered last spring by the Indiana University Opera Theatre. In the first movement, the main ideas are stated in quick succession at the beginning and then are freely developed. The central portion of the movement contains a series of solo passages for each instrument. Two contrasting sections are heard in the second movement. The first is a lyrical, expressive theme begun in the strings and continued by the oboe. The second is an ostinato figure, pizzicato, which builds to a climax. Both sections are repeated in varied form. The final movement is a Rondo punctuated by a short, recurring group of motives played in an always varying order.



Juan A. Orrego-Salas brought to Indiana University a stunning variety and wealth of musical experience. His American graduate work in composition and musicology brought him under the tutelage of Randall Thompson, Aaron Copland, Paul Henry Lang and Georg Herzog with the assistance of two Fellowships from the Rockefeller Foundation and two Guggenheim Fellowships. In his home country, Chile, Mr. Orrego-Salas founded and directed the Catholic University Choir, was Chairman of the Music Department of the same university, editor of the "Revista Musical Chilena," Director of the Institute for Musical Extension, music critic to El Mercurio and full professor of composition at the National Conservatory of Music in Santiago.

He has written four symphonies, a piano concerto, two ballets, a chamber concerto, two string quartets, a sextet, numerous vocal compositions and piano works, a sonata for violin and piano, duos concertante for cello and piano, two divertimenti for flute, oboe and bassoon, an opera, "El Retablo del Rey Pobre," choral compositions and two movie scores. Orrego-Salas's music has been performed in this country and in Europe by world famous conductors. He was awarded the Olga Cohen Prize twice and the Chilean Music Festival Award three times.

The String Quartet No. 1, opus 46, was commissioned by the International House of New Orleans. It was composed during the last months of 1956 and beginning of 1957 and received its world premiere in Washington, D. C., on April, 1958, played by the Juilliard String Quartet in the Coolidge Auditorium.

Paul Hume, music critic of the Washington Post and Times Herald wrote on the occasion of this performance: "At last we have another work which casts something of the same hypnotic spell as the

famous quartet of Ravel. This is not to say that the music is not newly spiced; and it is a piece of the finest craftsmanship."

The Quartet is in four movements. The first and last are related in thematic materials and share a close connection with the spirit of the Spanish-American folk-dance, the "cueca," though no folk music elements have been quoted. The second is a light-hearted "scherzo" with a middle section inspired by the swinging rhythm of the "Habanera." The slow third movement shows, in its dramatic atmosphere and structure, an approach similar to that of many of the Beethoven Quartets, within a new harmonic idiom.

Orrego-Salas's String Quartet is a good example of the composer's neo-classicist stand in contemporary Latin American Music, which in his later works has turned into a more radical approach to harmony.

- - - -

By the time Thomas Beversdorf had reached high school, he had mastered the baritone, saxophone, trombone, tuba and cello. As a school bandsman, he consistently won first place in state and regional contests.

His college work was taken at Baylor and the University of Texas where he was soloist with the Symphonic Band and guest conductor of the University of Texas and Austin symphonies. Graduating cum laude, he enrolled at Eastman School of Music and studied with Bernard Rogers and Emory Remington. Symphony No. 1 and "Essay on Mass Production" were written while he was there and were first performed by the Rochester

Philharmonic in 1946, Howard Hanson, conducting. From 1946-48, Beversdorf, besides serving on the University of Houston faculty, played first trombone with the Houston Symphony, the Houston Summer Symphony and the Houston Light Opera Company. Before coming to Indiana in 1950, he played with the Pittsburgh Symphony Orchestra.

His awards include the National Federation of Women's Club prize in 1947 for "Reflections for Small Orchestra," the Texas Composers' Award for "Mexican Portrait" which was performed by the Houston Symphony in 1948, and a Danforth Teacher Study Grant in 1956.

His "Symphony for Winds and Percussions" has been acclaimed as one of the two most significant works for concert band written in this century.

The Quartet No. 1 was premiered by the Berkshire Quartet in Bloomington in 1952, and has been played by the Fine Arts Quartets of the University of Kansas and the University of California. This winter, it will be performed both in Copenhagen and on tour by the quartet of the Danish National Orchestra. Raymond Ericson writing in the New York Times, Monday, August 12, 1963, describes the composition as "...a strong, tight piece, relatively dissonant, with angular melodic material. It is ingeniously developed, particularly in the unorthodox and tricky Chaconne that forms the middle slow movement, and its taut power makes it a worthy contribution to the literature." The unorthodox development of the Chaconne is due to the fact that Beversdorf uses a fugal form.



Jerry Sirucek, oboe soloist, had played with the Chicago Symphony Orchestra twenty years, before coming to Indiana University in 1961 as associate professor. During that time he performed under the batons of Stock, Kubeuk, Rodzinski and Reiner. He also played with the NBC Chicago Staff Orchestra and the Chicago Symphony Woodwind Quintet. Previous to his Chicago years, Sirucek was with the Houston Symphony, Ernst Hoffman, conductor. Once in his career he turned to conducting with the Barrington (Ill.) Symphony Orchestra. Sirucek, who received his B.S. degree from Roosevelt University, has taught at the Chicago Musical College, Northwestern University and the Sherwood Music School (Chicago).

- - - -

Indiana University is fortunate in having in residence a string quartet of national repute. The Berkshire Quartet was formerly the famous Gordon Quintet and was reorganized after the illness of Jacques Gordon in 1946. The name was chosen by Mrs. E. S. Coolidge who had selected the group to celebrate the 30th anniversary of the Berkshire Chamber Music Festival. The group came to Indiana in 1948 from Music Mountain, Connecticut.

Urico Rossi, first violinist, studied at Julliard, Yale and Eastman. He has played with the Rochester Philharmonic, the Rochester Civic Symphony, the New Haven Symphony and the Gordon Quartet.

Albert Lazan, second violinist, is also a graduate of Julliard. Before joining the army in 1942, he headed a string trio which played over WABC and WQXR in New York. He has played with the

CBS Symphony and did a series of documentary films including "The City" scored by Aaron Copland. Professional experience also includes the Pittsburgh and Dallas symphonies.

David Dawson, a Virginian by birth, began to study viola at the age of seven and at fifteen was studying in New York. He won a five-year full scholarship to Julliard where he studied with Hanz Lenz of the Kneisel Quartet. Dawson was principal violist with the Minneapolis Symphony for five years and has played in the NBC Symphony, the Metropolitan Opera orchestra, the Coolidge and Gordon Quartets.

Fritz Maag, a native of Vienna, was, at the age of twenty, principal cellist with the Vienna Symphony. He studied in Vienna, Cologne and Paris, and in 1937 won first prize in the International cello competition in Vienna. Maag came to this country in 1938 and played with the New Friends of Music in New York. In 1940 he joined the Gordon Quartet. After the war he played with the Metropolitan orchestra as first cellist and later became a member of the Berkshire Quartet.

The Indiana University Radio and Television Department  
and  
The National Association of Educational Broadcasters Midwest Music Directors  
in cooperation with  
The Indiana University School of Music  
present a

RADIO RECITAL

---

## The Berkshire Quartet

URICO ROSSI, *violin*

DAVID DAWSON, *viola*

ALBERT LAZAN, *violin*

FRITZ MAGG, *cello*

Assisting artist: JERRY SIRUCEK, *oboe*

---

Quartet No. 1 (1952) - - - - - *Beverdors*  
Allegro ma non troppo  
Chaconne: Andante sostenuto  
Allegro moderato

Quintet for Oboe and Strings (1963) - - - - - *Heiden*  
(first performance)  
Allegro vivace  
Adagio  
Allegretto

INTERMISSION

Quartet No. 1 (1956) - - - - - *Orrego-Salas*  
Adagio espressivo—Allegro  
Grazioso, quasi allegretto  
Assai lento e espressivo  
Presto energico

---

Fine Arts Auditorium  
Tuesday Evening  
October Twenty-Second  
Nine O'Clock



**MARCH**  
**21-22-23**

**SUNDAY-**  
**MONDAY-**  
**TUESDAY**



**MIAMI**  
UNIVERSITY  
OXFORD, OHIO

**SEMINAR**

**REGION**

**NAB**

*Welcome to*

**NAEB**

REGION



SEMINAR

**MIAMI UNIVERSITY**

**OXFORD, OHIO**

# NAEB Region III Seminar PROGRAM

Chairman, Stephen C. Hathaway, Director, Miami University Broadcasting Service

*Sunday, March 21*

- 4:00-7:00 — Registration, coffee and refreshments, Lobby, Radio-TV Center
- 7:00-8:00 — Tour Miami University Audio-Visual Service, Gaskill Hall. Hosts — John E. Dome, Director, Miami University Audio-Visual Service and the A-V staff.
- 8:00-9:00 — Tour Miami University Radio Television Center. Hosts — William L. Utter, Program Manager, WMUB (FM) and the Radio-TV staff.

Registration on Monday and Tuesday will be at the University Center in the lobby near the Towers Room.

*Monday, March 22*

9:00-10:00 a.m.

Introductions, Towers Room, University Center. Paul G. Yeazell, Operations Manager, WMUB, WMUB-TV. Welcome, Charles R. Wilson, Acting President, Miami University. A New Era in Educational Broadcasting — An Overview. Stephen C. Hathaway, Director, Miami University Broadcasting Service.

## ITV SESSIONS

Chairman: William H. Ewins, Associate Director, Telecommunications Center, Ohio State University; Columbus, Ohio

10:30-12:00 a.m.

ITV RESEARCH AND REAPPRAISAL  
(Room A, University Center)

The Theory and Practice Dichotomy in Instructional Television Egon Guba, Director, Bureau of Educational Research, Ohio State University

Closing the Gap - Research and Practice Lee S. Dreyfus, Associate Director of Television, University of Wisconsin

1:15-3:00 p.m.

FULFILLING THE INSTRUCTIONAL  
ROLE OF TV  
(Studio No. 1, Radio-TV Center)

Some Suggestions for the Application of a Theory of Learning to Televised Instruction Charles J. McIntyre, Director of Instructional Resources, University of Illinois

Viewpoint of a School Executive  
H. R. Cromwell, Supt. of Schools, Mid-dletown, Ohio

Professional Training of ITV Personnel  
Lewis Rhodes, Director, Central Michigan ETV Council, Central Michigan University

3:00-4:30 p.m.

SPECIAL PROBLEMS OF INSTRU-  
TIONAL TV PRODUCTION  
(Studio No. 1, Radio-TV Center)

Findings, Demonstrations and Conclusions of CIC Seminars on ITV Production Colby Lewis, Manager, TV Broad-casting, Michigan State University, As-sisted by representatives of other CIC institutions

6:30-8:30 p.m. — Banquet — Heritage Room, University Center. Speaker: William G. Harley, President, NAEB, Washington, D.C.

*Tuesday, March 23*

9:00-10:15 a.m.

CURRENT DEVELOPMENTS  
(Room A, University Center)

Appraisal of Current Developments in ETV Equipment Roger Peterson, Con-sulting Engineer, Jansky and Bailey, Atlantic Research Organization, Wash-ington, D.C.

Ford-Sponsored NAEB Projects for the Improvement of Instructional Televi-sion (To Be Announced)

Announcement of Future Plans and Activities

10:30-12:00 a.m.

1:30-3:30 p.m. —

## RADIO SESSIONS

Chairman, Radio Sessions: Archie Greer, Director of Radio, Ohio Univer-sity, Athens, Ohio

10:30-11:30 a.m.

EDUCATIONAL RADIO RESEARCH  
(Room B, University Center)

Educational Radio Research Richard Foreythe, WBAA, Purdue University, Lafayette, Indiana

11:30-12:30 a.m.

RADIO AND COMMUNITY SERVICE  
(Room B, University Center)

Educational Radio and Community Ser-vice Daniel Logan, General Manager, WDET-FM, Wayne State University, Detroit, Michigan

1:15-3:00 p.m.

INSTRUCTION BY RADIO AND FOR  
RADIO  
(Room B, University Center)

Instruction by Radio Robert Fitz-gerald Smith, WMUK, Western Michigan University, Kalamazoo, Michigan

Instruction for Radio Bernard Russi, Director of Broadcasting, Marietta Col-lege, Marietta, Ohio

3:00-4:30 p.m.

NATIONAL RADIO NETWORKING  
(Room B, University Center)

NER — The First 200 Days Jerrold Sandler, Executive Director, NER, Washington, D.C.

## ETV SESSIONS

Chairman, Duane Tucker, General Man-ager, WBGU-TV, Bowling Green State University, Bowling Green, Ohio

10:30-11:30 a.m.

UNIVERSITY STATION  
PROGRAMMING  
(Room C, University Center)

Programming the University Station  
Buren Robbins, Director of Broadcas-ting, University of Southern Illinois, Carbondale, Illinois

11:30-12:30 a.m.

SCHOOL STATION PROGRAMMING  
(Room C, University Center)

Programming for What? George A. Parkinson, Director, Milwaukee Voca-tional And Adult Schools, Donald V. Taverner, President, Metropolitan Pittsburgh, ETV

1:15-3:00 p.m.

STATE ETV NETWORKS  
AND AFFILIATES  
(Room C, University Center)

State Networking — Hardware to Pro-ductivity E.H. Cillis, Executive Sec-etary, Ohio State ETV Network, Colum-bus, Ohio

The Ohio Council on Educational Tel-evision Dana Cox, President, OCET; General Manager WGSF, Newark, Ohio

3:00-4:30 p.m.

NEW GOVERNMENTAL PROJECTS  
AND ETV FINANCING  
(Room C, University Center)

Proposed Elementary and Secondary Education Act of 1965 — National ETV Financing Chalmers Marquis, Exec-utive Director, ETS Division of NAEB, Washington, D.C. (Invited)

9:00-10:15 a.m.

CONCLUDING DISCUSSION SESSIONS  
OF THE EDUCATIONAL RADIO  
SEMINAR AREA  
(Room B, University Center)

*Note: Coffee will be served at appropriate times in all meeting areas.*

9:00-10:15 a.m.

CONCLUDING DISCUSSIONS SESSION  
OF THE ETV SEMINAR AREA —  
FORMULATION OF RECOMMEN-  
DATIONS  
(Room C, University Center)

General Session — NAEB Divisional Reports, Chairman, Harold E. Hill, Vice President, NAEB, ETS Division — Chalmers Marquis, Executive Director, NER Division — Jerrold Sandler, Executive Director, Individual Member Division — Vernon Bronson, Executive Director, Instructional Division — Charles McIntyre, Executive, Chairman.

Divisional Business Meetings: ETS—Room A; NER—Room B; Individual Members—Room C; Instructional Division—Room 239.



## MOTEL ACCOMMODATIONS

Oxford is a small town and overnight accommodations are limited. Consequently, we suggest that those desiring overnight reservations in Oxford contact one of the following motels directly:

MOTEL	RATES	
	SINGLE	DOUBLE
College View Inn (30 rooms) Oxford-Milville Pike Oxford, Ohio Phone 513 523-6311	\$6 or \$7	\$9 or \$10
Miami Motel (20 rooms) 5235 College Corner Pike Oxford, Ohio Phone 513 523-4323	\$6.50	\$9.50
Lakeview (4 bungalows) 5495 College Corner Pike Oxford, Ohio Phone 513 523-4323		\$12.00 for both nights

Accommodations are also available in Hamilton, Ohio --- 14 miles south of Oxford.

Capri Motel & Lounge (50 rooms) 3256 Dixie Highway Hamilton, Ohio Phone 513 894-6531	\$8.00	\$13.00
Plaza Motel (56 rooms) 2800 Dixie Highway Hamilton, Ohio Phone 513 893-4731	\$8.24	\$12.88
Eaton Motel Hamilton Inn (40 Double) Old Section 1767 Dixie Highway Hamilton, Ohio Phone 513 894-4791	\$7.50	\$15.00

**You are requested to contact the motel of your choice directly for reservations**

### *NAEB Region III Seminar Planning Committee*

Stephen C. Hathaway, Miami University, Chairman;  
 Edwin G. Burrows, University of Michigan;  
 John E. Dome, Miami University;  
 James Miles, Purdue University;  
 Richard Estelle, Michigan State University;  
 Buren Robbins, University of Southern Illinois;  
 William Ewing, Ohio State University;  
 George C. Johnson, University of Indiana;  
 Joseph Sagmaster, University of Cincinnati;  
 Dana Cox (OCET), Newark, Ohio;  
 E. H. Gillis (OETVN), Columbus, Ohio;  
 Charles McIntyre, University of Illinois;  
 Charles R. Wilson, Acting President, Miami University;  
 Robert Boston, University of Illinois;  
 Harold B. Hill, Vice President, NAEB, Washington, D.C.;  
 Richard B. Hull, Ohio State University.

REPORT TO: MEMBERS OF REGION III, NAEB.

REGARDING: 1962 NATIONAL NAEB CONVENTION.

THIS YEAR'S NAEB CONCLAVE WAS SUCH A GOOD ONE THAT I FELT IT WISE TO TAKE THIS OPPORTUNITY TO REPORT ON SOME OF THE MAIN FEATURES OF THE MEETING. IF YOU WERE PRESENT THEY MAY REMIND YOU OF SOME OF THE THINGS THAT YOU HEARD AND SAW; AND IF YOU WERE NOT THERE PERHAPS IT WILL MAKE YOU PLAN TO ATTEND THE NEXT ONE IN MILWAKEE NOVEMBER 17-20, 1963 AT THE SCHROEDER HOTEL.

FIRST, SOME FACTS AND FIGURES. THIS WAS THE BIGGEST AND BEST NAEB CONVENTION YET. THERE WERE OVER 500 REGISTERED AT THE MEETING. THERE 38 DISTRIBUTORS AND SEVERAL WERE TURNED AWAY. HOTEL ACCOMMODATIONS WERE FINE. MEETING SPACES WERE WELL ARRANGED FOR EASY ACCESS, AND THE INDIVIDUAL SESSIONS THEMSELVES WERE WELL ATTENDED. WEATHER WAS NEARLY PERFECT, AND SHOPPING AREAS WERE CLOSE FOR THE WIVES AS WELL AS THOSE WHO TRIED TO TAKE HOME THINGS TO THEIR WIVES. RECEPTIONS WERE WELL ATTENDED AND THE CONVERSATIONS FLOWED FROM VERY EARLY MORNING TO VERY LATE NIGHT. THE WHOLE CONVENTION WAS HIGHLIGHTED BY LISTENING AND WATCHING BOTH THE ORIGINAL AND AUDIO AND VIDEO TAPE REPLAYS OF THE PRESIDENT'S FIRST MESSAGE ON CUBA. THIS SET THE TONE FOR THE CONFERENCE WHICH WAS A GOOD SOLID HARD-WORKING THOUGHTFUL AFFAIR.

THE WHOLE CONFERENCE HAD BEEN ORGANIZED AROUND A "PROFESSIONALISM" THEME WITH BILL HARLEY LEADING OFF WITH HIS PRESIDENTIAL ADDRESS ON MONDAY NIGHT, AND CHARLES SIEPMANN CLOSING OUT WITH HIS STIRRING AND THOUGHT PROVOKING SPEECH AT THE FINAL WEDNESDAY NIGHT BANQUET. MIXED BETWIXT AND BETWEEN WERE SERIOUS CONCERNS ON THE PART OF THE VARIOUS PRACTICING GROUPS WITHIN NAEB. THE TELEVISION STATION OPERATORS PERHAPS SET THE PACE BY MAKING STATEMENTS OF THEIR FEELING THAT THEY WERE NOT AS WELL REPRESENTED AS THEY SHOULD BE WITHIN NAEB. IT DIDN'T TAKE VERY LONG FOR THE OTHER GROUPS TO GET INTO THE ACT. THE RADIO STATION PEOPLE SOON LET THEIR DESIRES BE KNOWN, FOLLOWED BY THE INSTRUCTIONAL TELEVISION PEOPLE, THE INDIVIDUAL MEMBERS AND OTHERS.

AMPLE TIME WAS MADE AVAILABLE FOR REGIONAL MEETINGS AS WELL AS FOR MEETINGS OF THE INTEREST GROUPS. COMMENTS FROM MANY PEOPLE INDICATED THAT THIS WAS THE BEST PART OF THE CONVENTION AND THAT MORE EFFORT SHOULD BE PUT IN THIS AREA AT FUTURE MEETINGS. THE BOARD TOOK NOTICE OF THIS DESIRE AND HAS GIVEN SUCH INSTRUCTIONS TO THE MILWAKEE PLANNING GROUP.

THE BOARD AT ITS MEETINGS HAD OTHER CONSIDERATIONS, SUCH AS PROPOSALS FROM A SUBCOMMITTEE SUGGESTING THE CREATION OF NINE REGIONS RATHER THAN THE PRESENT SIX. THERE WERE ALSO PROPOSALS TO CREATE SEVEN REGIONS AND TO CHANGE IN A VARIETY OF WAYS THE COMPOSITION OF THE BOARD TO ALLOW FOR A MORE EQUITABLE REPRESENTATION OF ALL CLASSES OF MEMBERSHIP. THERE WAS CONSIDERABLE DISCUSSION OF THE NAEB AS AN UMBRELLA GROUP COMPARED TO THE N.E.A. ONE PROPOSAL WAS PRESENTED TO THE BOARD AT ITS THURSDAY MORNING SESSION CALLING FOR THE ORGANIZATION OF SUBGROUPS, COUNCILS, INTEREST AREAS, ETC., WITH POWERS TO DESIGN AND PROMOTE A PROGRAM OF ACTIVITIES FOR THAT PARTICULAR GROUP AND DO A NUMBER OF OTHER THINGS, ALL WORKING UNDER THE NAEB BOARD. ALL OF THESE

PROPOSALS WERE REFERRED TO THE EXECUTIVE COMMITTEE FOR FURTHER STUDY. ALL BOARD MEMBERS WERE ASKED TO PRESENT THEIR VERY BEST IDEAS TO THIS GROUP SO THAT A CONCRETE PROPOSAL COULD BE SUBMITTED TO THE ENTIRE MEMBERSHIP IN THE VERY NEAR FUTURE.

I LEFT THE CONVENTION AND THE BOARD MEETINGS WITH THE FEELING THAT MEMBERS WERE MORE VOCAL AT THIS PARTICULAR MEETING. THEY EXPRESSED THEIR WANTS IN A FORM THAT THE BOARD COULD TAKE ACTION ON. THE BOARD NOW HAS TAKEN POSITIVE STEPS TO IMPLEMENT THEM. CERTAINLY A GREAT DEAL OF GOOD SHOULD COME FROM THE PHILADELPHIA MEETING.

OF PARTICULAR INTEREST TO THE RADIO STATION OPERATORS WAS THE APPROVAL IN PRINCIPAL OF THE NEW OPERATING MANUAL FOR THE NAEB NETWORK. THE RADIO BOARD AND THE FULL BOARD GAVE ADDITIONAL POLICY DIRECTIONS TO THE DRAFTERS OF THIS DOCUMENT WITH INSTRUCTIONS TO SUBMIT IT BACK TO THE FULL BOARD BY THE FIRST OF DECEMBER AND TO THE MEMBERSHIP BY THE FIRST OF THE YEAR. A REVISED DRAFT WILL BE READY FOR PRESENTATION TO THE BOARD AT ITS SPRING MEETING IN COLUMBUS IN THE SPRING. FINAL DISTRIBUTION SHOULD BE MADE BY JULY 1, 1963. THIS DOCUMENT SHOULD REGULARIZE ALL NETWORK PROCEDURES AND SHOULD MAKE IT EXCEEDINGLY EASY FOR MANAGERS OF STATIONS AFFILIATED WITH THE NETWORK TO UNDERSTAND THE OPERATION OF THIS COMPLEX PIECE OF MACHINERY, AND TO ENABLE THEM TO TAKE THE BEST ADVANTAGE OF THE SERVICES PROVIDED.

THE MAIN TOPIC IN THE TELEVISION AREA WAS WHETHER NAEB SHOULD DO ANY PRODUCTION IN THE TELEVISION FIELD. AT SEVERAL REGIONAL MEETINGS AND AT THE TELEVISION STATION MANAGERS MEETING STRONG OPPOSITION WAS VOICED TO THIS, BASED ON THE FEELING THAT ONE ORGANIZATION IN THE EDUCATIONAL TELEVISION PRODUCTION FIELD WAS ENOUGH, AND THAT NAEB HAD A JOB TO DO TO WORK FOR THE TELEVISION STATIONS IN AREAS OTHER THAN PRODUCTION, AND THAT IT NEEDED TO SPEND MORE TIME IN DOING THIS JOB. OTHERS FELT THAT NAEB HAD SPREAD ITSELF TOO THIN ATTEMPTING TO DO TOO MANY THINGS AND THAT IT SHOULD GET SOME OF THESE JOBS DONE PRIOR TO STARTING OFF ON SOME NEW APPROACH. THE BOARD AT ITS FINAL MEETING AMENDED ITS MOTION TAKEN LAST MAY TO AUTHORIZE THE PRESIDENT TO DISCUSS ANY PROPOSAL FOR PROGRAM PRODUCTION MADE TO HIM, TO CONSULT WITH THE TELEVISION STATION OPERATORS REGARDING THESE PROPOSALS, AND TO SECURE APPROVAL OF THE FULL NAEB BOARD BEFORE PROCEEDING TO IMPLEMENT THEM.

IF YOU HAVE ANY STRONG FEELINGS ABOUT ANY OF THE ABOVE MENTIONED ITEMS MAY I URGE YOU TO WRITE TO DICK HULL OR ME AT YOUR CONVENIENCE. IF YOU ATTENDED IN PHILADELPHIA WE ARE GLAD YOU CAME AND HOPE YOU ENJOYED YOURSELF AS MUCH AS WE DID. IF YOU WERE UNABLE TO MAKE THIS MEETING WE ARE SORRY YOU MISSED IT, AND HOPE SINCERELY THAT YOU WILL MAKE THE NEXT ONE IN MILWAKEE.

INCIDENTLY, YOU MIGHT CHALK DOWN EITHER AUSTIN, TEXAS, OR MEMPHIS, TENNESSEE FOR THE 1964 CONVENTION.

DICK HULL, REGION III TV DIRECTOR  
JIM MILES, REGION III RADIO DIRECTOR



File - REGION III

TO: MEMBERS OF REGION III, NAEB  
FROM: JIM MILES, REGION III <sup>Radio</sup> <sub>1</sub> DIRECTOR

THIS YEAR'S NAEB CONCLAVE WAS SUCH A GOOD ONE THAT I FELT IT WISE TO TAKE THIS OPPORTUNITY TO DROP ALL OF YOU A LINE REPORTING ON SOME OF THE MAIN FEATURES OF THE MEETING. IF YOU WERE PRESENT THEY MAY SERVE TO REMIND YOU OF SOME OF THE THINGS THAT YOU HEARD AND SAW; AND IF YOU WERE NOT THERE PERHAPS IT WILL GIVE YOU IMPETUS TO ATTEND THE NEXT ONE IN MILWAKEE NEXT ~~OCTOBER~~, NOVEMBER (NOV. 17-20, 1963 AT THE SCHROEDER HOTEL.)

FIRST, SOME FACTS AND FIGURES. THIS WAS THE BIGGEST AND BEST NAEB CONVENTION YET. THERE WERE WELL OVER 500 REGISTERED AT THE MEETING. THERE WERE 38 <sup>exhibitors</sup> ~~DISTRIBUTORS~~ AND SEVERAL WERE TURNED AWAY. WE MUST HAVE MORE EXHIBIT SPACE IN THE YEARS TO COME. THE HOTEL ACCOMODATIONS WERE FINE. THE MEETING SPACES WERE WELL ARRANGED FOR EASY ACCESS, AND THE INDIVIDUAL SESSIONS THEMSELVES WERE WELL ATTENDED. THE WEATHER WAS NEARLY PERFECT, AND THE SHOPPING AREAS WERE CLOSE FOR THE WIVES AS WELL AS THOSE WHO TRIED TO TAKE HOME THINGS TO THEIR WIVES. THE RECEPTIONS WERE WELL ATTENDED AND THE CONVERSATIONS FLOWED FROM VERY EARLY MORNING TO VERY LATE NIGHT. THE WHOLE CONVENTION, OF COURSE, WAS HIGHLIGHTED BY LISTENING TO BOTH THE ORIGINAL AND REPLAYS OF THE PRESIDENT'S FIRST MESSAGE ON CUBA. THIS SET THE TONE FOR THE REMAINDER OF THE CONFERENCE WHICH WAS A GOOD SOLID HARD-WORKING THOUGHTFUL AFFAIR.

THE WHOLE CONFERENCE HAD BEEN SET UP AROUND A "PROFESSIONALISM" THEME WITH BILL HARLEY LEADING OFF WITH HIS PRESIDENTIAL ADDRESS ON MONDAY NIGHT, AND CHARLES STEPPMAN <sup>2</sup> CLOSING OUT WITH HIS STIRRING AND THOUGHT PROVOKING SPEECH AT THE WEDNESDAY NIGHT CONCLUDING BANQUET. MIXED BETWIXT AND BETWEEN WERE SERIOUS CONCERNS ON THE PART OF THE VARIOUS

PRACTICING GROUPS WITHIN NAEB. THE TELEVISION STATION OPERATORS PERHAPS SET THE PACE BY MAKING SEVERAL STATEMENTS TO THE EFFECT THAT THEY FELT THEY WERE NOT AS WELL REPRESENTED AS THEY SHOULD BE WITHIN THE FRAMEWORK OF NAEB. IT DIDN'T TAKE VERY LONG FOR THE OTHER GROUPS TO GET INTO THE ACT AND THE RADIO STATION PEOPLE SOON LET THEIR DESIRES BE KNOWN, FOLLOWED BY THE INSTRUCTIONAL TELEVISION PEOPLE AND THE INDIVIDUAL MEMBERS AND OTHERS.

AS YOU WILL NOTE IF YOU LOOKED AT THE LATEST PROGRAM, AMPLE TIME WAS MADE AVAILABLE FOR REGIONAL MEETINGS AS WELL AS FOR MEETINGS OF THE INTEREST GROUPS. COMMENTS FROM MANY PEOPLE WAS TO THE EFFECT THAT THIS WAS THE BEST PART OF THE CONVENTION AND THAT CERTAINLY MORE EFFORT SHOULD BE PUT IN THIS AREA AT FUTURE MEETINGS. THE BOARD DID TAKE NOTICE OF THIS REQUEST AND HAS GIVEN INSTRUCTIONS TO THE MILWAKEE PLANNING GROUP TO WORK DILLIGENTLY TOWARD ACCOMPLISHING IT.

THE BOARD AT ITS MEETINGS HAD OTHER CONSIDERATIONS, SUCH AS PROPOSALS FROM A SUBCOMMITTEE SUGGESTING THE CREATION OF NINE REGIONS RATHER THAN THE PRESENT SIX. THERE WERE ALSO PROPOSALS TO CREATE SEVEN REGIONS AND TO CHANGE IN A VARIETY OF WAYS THE COMPOSITION OF THE BOARD TO ALLOW FOR A MORE EQUITABLE REPRESENTATION ON THE PART OF ALL CLASSES OF MEMBERSHIP. THERE WAS CONSIDERABLE DISCUSSION OF THE NAEB AS AN UMBRELLA GROUP COMPARED (IN THE BETTER WAYS) TO THE N.E.A. AND AT LEAST ONE PROPOSAL WAS PRESENTED TO THE BOARD AT ITS THURSDAY MORNING SESSION CALLING FOR THE ORGANIZATION OF SUBGROUPS, COUNCILS, INTEREST AREAS, ETC., WITH POWERS TO DESIGN AND PROMOTE A PROGRAM OF ACTIVITIES FOR THAT PARTICULAR GROUP AND DO A NUMBER OF OTHER THINGS, ALL UNDER THE DIRECTION OF THE NAEB BOARD. ALL OF THESE PROPOSALS WERE REFERRED BACK TO THE EXECUTIVE COMMITTEE FOR FURTHER STUDY AND ALL OF THE BOARD MEMBERS WERE ASKED TO

PRESENT THEIR VERY BEST IDEAS TO THIS GROUP SO THAT A CONCRETE PROPOSAL COULD BE BROUGHT OUT IN THE VERY NEAR FUTURE.

I LEFT THE CONVENTION AND THE BOARD MEETINGS WITH THE FEELING THAT MEMBERS WERE MORE VOCAL AT THIS PARTICULAR MEETING. THEY EXPRESSED WANTS AND EXPRESSED THESE IN THE FORM THAT THE BOARD COULD TAKE SOME ACTION ON. THE BOARD RECOGNIZED THESE WANTS AND HAS TAKEN POSITIVE STEPS TO IMPLEMENT THEM. CERTAINLY A GREAT IDEAL OF GOOD SHOULD COME FROM THE PHILADELPHIA MEETING.

OF PARTICULAR INTEREST TO THE RADIO STATION OPERATORS WAS THE APPROVAL IN PRINCIPAL OF THE NEW OPERATING MANUAL FOR THE NAEB NETWORK. THE RADIO BOARD AND THE FULL BOARD GAVE ADDITIONAL POLICY DIRECTIONS TO THE DRAFTERS OF THIS DOCUMENT WITH INSTRUCTIONS TO SUBMIT IT BACK TO THE FULL BOARD BY THE FIRST OF DECEMBER, TO THE MEMBERSHIP BY THE FIRST OF THE YEAR, WITH REACTION TO BE IN AND A REVISED DRAFT READY FOR PRESENTATION TO THE BOARD AT ITS SPRING MEETING IN COLUMBUS IN MAY. FINAL DISTRIBUTION SHOULD BE MADE BY JULY 1, 1963. THIS DOCUMENT SHOULD REGULARIZE ALL NETWORK PROCEDURES AND SHOULD MAKE IT EXCEEDINGLY EASY FOR MANAGERS OF <sup>radio</sup> STATIONS AFFILIATED WITH THE NETWORK TO UNDERSTAND THE OPERATION OF THIS COMPLEX PIECE OF MACHINERY, AND TO ENABLE THEM TO TAKE THE BEST ADVANTAGE OF THE SERVICES PROVIDED.

THE MAIN TOPIC IN THE TELEVISION AREA WAS WHETHER NAEB SHOULD DO ANY PRODUCTION IN THE TELEVISION FIELD. AT SEVERAL REGIONAL MEETINGS AND AT THE TELEVISION STATION MANAGERS MEETING STRONG OPPOSITION WAS VOICED TO THIS, BASED ON THE FEELING THAT ONE ORGANIZATION IN THE EDUCATIONAL TELEVISION PRODUCTION FIELD WAS ENOUGH, AND THAT NAEB HAD A JOB TO DO TO WORK FOR THE TELEVISION STATIONS IN AREAS OTHER THAN PRODUCTION, AND THAT IT NEEDED TO SPEND MORE TIME IN DOING THIS JOB. OTHERS FELT THAT NAEB HAD DRAWN ITSELF TOO THIN ATTEMPTING TO DO TOO MANY THINGS AND THAT IT



SHOULD GET SOME OF THESE IDEAS IN HAND PRIOR TO STARTING OFF ON SOME NEW APPROACH. THE BOARD AT ITS FINAL MEETING RECOGNIZED ALL OF THE COMMENTS MADE AND FINALLY AMENDED ITS MOTION TAKEN LAST MAY TO INDICATE THAT THE PRESIDENT WAS AUTHORIZED TO DISCUSS ANY PROPOSAL FOR PROGRAM PRODUCTION MADE TO HIM, TO CONSULT WITH THE TELEVISION STATION OPERATORS REGARDING THE ADVISABILITY OF DOING THESE PROPOSALS, AND TO SECURE APPROVAL OF THE FULL NAEB BOARD BEFORE ~~PRO~~CEEDING TO IMPLEMENT THEM.

IF YOU HAVE ANY STRONG FEELINGS ABOUT ANY OF THE ABOVE MENTIONED ITEMS THAT YOU FEEL SHOULD BE REPORTED TO THE NAEB PRESIDENT OR THE BOARD MAY I URGE YOU TO WRITE ME AT YOUR CONVENIENCE. IF YOU ATTENDED IN PHILADELPHIA WE ARE GLAD YOU CAME AND HOPE YOU ENJOYED YOURSELF AS MUCH AS WE DID. IF YOU WERE UNABLE TO MAKE THIS MEETING WE ARE SORRY YOU MISSED IT, AND HOPE SINCERELY THAT YOU WILL MAKE THE NEXT ONE IN MILWAKEE. INCIDENTLY, YOU MIGHT CHALK DOWN AUSTIN, TEXAS, <sup>OR MEMPHIS (DECISION TO BE MADE THIS MONTH)</sup> FOR THE 1962 CONVENTION WHICH WILL SIMILARLY BE HELD IN OCTOBER.

SINCERELY,

JAMES S. MILES  
REGION III DIRECTOR

JSM/BS

*File Region III*

NAEB REGION III SEMINAR  
PLANNING COMMITTEE

Stephen C. Hathaway, Miami University, Chairman;  
Edward Burrows, University of Michigan;  
John E. Dome, Miami University;  
James Miles, Purdue University;  
Richard Estelle, Michigan State University  
Buren Robbins, University of Southern Illinois;  
William Ewing, Ohio State University;  
George C. Johnson, University of Indiana;  
Joseph Sagmaster, University of Cincinnati;  
Dana Cox (OCET), Newark, Ohio;  
E. H. Gillis (OETVN), Columbus, Ohio;  
Charles McIntyre, University of Illinois;  
Charles R. Wilson, Acting President, Miami University;  
Robert Boston, University of Illinois;  
✓ Harold B. Hill, Vice President, NAEB, Washington, D.C.;  
Richard B. Hull, Ohio State University.

*Rough Printers Copy*

NAEB REGION III SEMINAR  
GENERAL SESSIONS

Chairman, Stephen C. Hathaway, Director of Broadcasting, WMUB-TV,  
Miami University, Oxford, Ohio

Sunday, March 21

- 4:00-7:00 p.m. - Registration, Lobby, Radio-TV Center  
7:00-8:00 p.m. - Tour Miami University Audio-Visual Service, Gaskill Hall  
Hosts - John E. Dome, Director, Miami University Audio-Visual  
Service and the A-V staff.  
8:00-9:00 p.m. - Tour Miami University Radio Television Center  
Hosts - William L. Utter, Program Manager, WMUB-TV;  
Richard P. Pheneger, Program Manager, WMUB(FM) and the  
Radio-TV staff.

Registration on Monday and Tuesday will be at the University  
Center in the lobby near the Towers Room.

Monday, March 22

- 9:00-10:00 a.m. - Introductions, Towers Room, University Center  
Paul G. Yeazell, Operations Manager, WMUB, WMUB-TV.

Welcome, Charles R. Wilson, Acting President,  
Miami University.

A New Era in Educational Broadcasting - An Overview  
Stephen C. Hathaway, Director, Miami University  
Broadcasting Service.

- 6:30-8:30 p.m. - Banquet - Heritage Room, University Center.  
Speaker: William G. Harley, President, NAEB,  
Washington, D.C.

Tuesday, March 23

- 10:30-12:00 a.m. - General Session - NAEB Divisional Reports. Chairman,  
Harold E. Hill, Vice President, NAEB.

ETS Division -- Chalmers Marquis, Executive Director.

NER Division -- Jerrold Sandler, Executive Director.

Individual Member Division -- Vernon Bronson, Executive  
Director.

Instructional Division -- Charles McIntyre, Chairman.

- 1:30-3:30 p.m. - Divisional Business Meetings: ETS-Room A; NER-Room B;  
Individual Members-Room C; Instructional Division-Room 239.

\*\*\*The Seminar will adjourn at the conclusion of the Business Meetings.



NAEB REGION III SEMINAR  
ETV SESSIONS

Chairman, Duane Tucker, General Manager, WBGU-TV,  
Bowling Green State University, Bowling Green, Ohio

Monday, March 22

10:30-11:30 a.m. - UNIVERSITY STATION PROGRAMMING  
(Room C, University Center)

Programming the University Station

Buren Robbins, Director of Broadcasting, University of Southern Illinois,  
Carbondale, Illinois

11:30-12:30 a.m. - SCHOOL STATION PROGRAMMING  
(Room C, University Center)

Programming for What?

George A. Parkinson, Director, Milwaukee Vocational And Adult Schools,  
Milwaukee, Wisconsin

1:15-3:00 p.m. - STATE ETV NETWORKS  
(Room C, University Center)

State Networking - Hardware to Productfare

E. H. Gillis, Executive Secretary, Ohio State ETV Network, Columbus, Ohio

Ohio's OCET

Dana Cox, President, OCET; General Manager WGSF, Newark, Ohio

3:00-4:30 p.m. - NEW GOVERNMENTAL PROJECTS AND ETV FINANCING  
(Room C, University Center)

Proposed Elementary and Secondary Education Act of 1965 - National  
ETV Financing

Chalmers Marquis, Executive Director, ETS Division of NAEB, Washington, D.C.  
(Invited)

Tuesday, March 23

9:00-10:15 a.m. - CONCLUDING DISCUSSIONS SESSION OF THE ETV SEMINAR AREA  
-- FORMULATION OF RECOMMENDATIONS (Room C, University Center)

NAEB REGION III SEMINAR  
ITV SESSIONS

Chairman, ITV Sessions: William H. Ewing, Associate Director,  
Telecommunications Center, Ohio State University, Columbus, Ohio

Monday, March 22

10:30-12:00 a.m. - ITV RESEARCH AND REAPPRAISAL  
(Room A, University Center)

The Theory and Practice Dichotomy in Instructional Television  
Egon Guba, Director, Bureau of Educational Research, Ohio State University

Closing the Gap - Research and Practice  
Lee S. Dreyfus, Associate Director of Television, University of Wisconsin

1:15-3:00 p.m. - FULFILLING THE INSTRUCTIONAL ROLE OF TV  
(Studio #1, Radio-TV Center)

Some Suggestions for the Application of a Theory of Learning to  
Televised Instruction  
Charles J. McIntyre, Director of Instructional Resources,  
University of Illinois

Viewpoint of a School Executive  
H. R. Cromwell, Supt. of Schools, Middletown, Ohio

Professional Training of ITV Personnel  
Lewis Rhodes, Director, Central Michigan ETV Council,  
Central Michigan University

3:00-4:30 p.m. - SPECIAL PROBLEMS OF INSTRUCTIONAL TV PRODUCTION  
(Studio #1, Radio-TV Center)

Findings, Demonstrations and Conclusions of CIC Seminars on ITV Production  
Colby Lewis, Manager, TV Broadcasting, Michigan State University,  
Assisted by representatives of other CIC institutions

Tuesday, March 23

9:00-10:15 a.m. - CURRENT DEVELOPMENTS  
(Room A, University Center)

Appraisal of Current Developments in ETV Equipment  
Roger Peterson, Consulting Engineer, Jansky and Bailey,  
Atlantic Research Organization, Washington, D.C.

Ford-Sponsored NAEB Projects for the Improvement of Instructional Television  
(To Be Announced)

Announcements of Future Plans and Activities

NAEB REGION III SEMINAR  
RADIO SESSIONS

Chairman, Radio Sessions: Archie Greer, Director of Radio  
Ohio University, Athens, Ohio

Monday, March 22

10:30-11:30 a.m. - EDUCATIONAL RADIO RESEARCH  
(Room B, University Center)

Educational Radio Research

Richard Forsythe, WBAA, Purdue University, Lafayette, Indiana

11:30-12:30 a.m. - RADIO AND COMMUNITY SERVICE  
(Room B, University Center)

Educational Radio and Community Service

Daniel Logan, General Manager, WDET-FM, Wayne State University,  
Detroit, Michigan

1:15-3:00 p.m. - INSTRUCTION BY RADIO  
(Room B, University Center)

Instruction by Radio

Robert Fitzgerald Smith, WMUK, Western Michigan University,  
Kalamazoo, Michigan

Instruction for Radio

Bernard Russi, Director of Broadcasting, Marietta College, Marietta, Ohio

3:00-4:30 p.m. - ~~INSTRUCTION FOR RADIO~~  
(Room B, University Center)

*Radio Networking*

NER - The First 200 Days

Jerrold Sandler, Executive Director, NER, Washington, D.C.

Tuesday, March 23

9:00-10:15 a.m. - CONCLUDING DISCUSSION SESSIONS OF THE EDUCATIONAL RADIO  
SEMINAR AREA (Room B, University Center)



File

REGION III CONFERENCE

NATIONAL ASSOCIATION  
OF  
EDUCATIONAL BROADCASTERS

March 22, 23, 24  
1964

RADIO AND TELEVISION SERVICE

INDIANA UNIVERSITY

BLOOMINGTON, INDIANA

All meeting times are Central Daylight Time.

All meeting places are in the Radio-Television Building unless otherwise noted.

Consult the conference bulletin board in the lobby for notes and announcements. Use it to post your own notices. Department secretaries will be glad to help you.

Students or staff members will be happy to guide you through the building. Either ask for this service or leave a note on the bulletin board.

Those who wish to visit the new University School should leave their names at the registration desk. Notices of transportation and times of such visits will be posted. If possible, try to arrange your own transportation. The school is one mile from the campus.

You will find an excellent exhibit, "The Many Faces of Japan," in the Fine Arts Building which adjoins the Radio-Television Building. Visitors' hours for the gallery are:

Monday - 9:00 a.m. to 5:00 p.m.

Tuesday - 9:00 a.m. to 5:00 p.m.

The Lilly Rare Books Library is directly across the fountain square from the Fine Arts-Radio and Television Center. Hours are:

Sunday - 2:00 p.m. to 5:00 p.m.

Monday - 9:00 a.m. to 5:00 p.m.

Tuesday - 9:00 a.m. to 5:00 p.m.

A list of local hotels and motels is available at the registration desk.

Visitors will find these two parking areas most convenient:

The Union Building lot. This is a pay lot.

The lot directly east of the Radio-Television Building (Zone 5). This is a free lot.

There are good restaurants and lounges in town. Staff members or secretaries will be glad to advise you about them.

If you have work to do, faculty members will be glad to make their offices available.

Rooms for committee meetings will be assigned for you by the Traffic Office.

## PROGRAM OF THE CONFERENCE

Theme: Education's Stake in  
Radio and Television

Sunday, March 22

3:00 to 6:00 p.m. - Registration

Lobby, Radio-Television Building

Guided Tours of the Building

3:00 to 8:00 p.m.

Committee and Group Meetings

8:30 to 10:00 p.m. - Studio 6 and Control Rooms

Observation of Production of TV Program,

"News in Perspective."

Session meetings are designed to provide presentations of topics by selected speakers. Each presentation will be followed by a general floor discussion under a designated chairman.

Monday, March 23

8:00 a.m. to 12:00 noon - Registration  
Lobby, Radio-Television Building

9:00 to 10:00 a.m. - First General Meeting  
Fine Arts Auditorium  
Chairman, George C. Johnson, Director of  
Radio and Television Education, Radio and  
Television Service, Indiana University  
Notes and Announcements  
Keynote: "The Learning Process as We Now  
Understand It": Douglas G. Ellson,  
Professor of Psychology, Indiana University  
Question and Answer Period

10:15 to 11:45 a.m. - Session Meetings

A. Room 216

"FM Programming to Meet Commercial  
and ETV Competition": Jerry Weaver,  
Director of Radio Production, WNAS,  
New Albany, Indiana

Chairman: Vernon McKown, Director of  
Audio-Visual Instruction, New Albany-Floyd  
County Schools, Indiana

B. Studio 7

"News and Public Affairs on Educational  
Stations":



Speakers:

Richard Estell, Manager, WKAR,  
Michigan State University  
Cliff Eblen, Program Director, WHA,  
University of Wisconsin  
Don G. Davis, Director of News and  
Public Affairs, WOSU, Ohio State  
University

Chairman: Richard D. Yoakam, News  
Director, Radio and Television Serv-  
ice, Indiana University

✓ C. Studio 5

"The Proposed National Educational Com-  
munications System":

Jerrold Sandler, Director of Educational  
Communications System Project,  
NAEB (on leave from University of  
Michigan)

Chairman: William H. Kroll, Technical  
Supervisor, Radio and Television  
Service, Indiana University

12:00 noon - Lunch on your own  
Committee and Group Meetings

2:00 to 3:30 p.m. - Session Meetings

D. Room 216

"TV: Quest for Quality Education":  
James Zigerell, Administrative Assist-  
ant to the Dean of Television Instruc-  
tion, Chicago City Junior College

Chairman: Hymen M. Chausow, Dean  
of Television Instruction, Chicago  
City Junior College

E. Studio 5

"Educational Television Programming--  
Some Determinants":

Lee Dreyfus, Manager, WHA-TV, University of Wisconsin

Chairman: John Henderson, TV Unit,  
Purdue University

Response Panel:

Lawrence Clamage, Director of Television,  
Wayne State University

Jack Crannell, Manager, WILL-TV,  
University of Illinois (Invited)

✓ F. Studio 7

"Educational Media: Gadgets or Teaching  
Aids": Arthur H. Oestreich, Director of  
the Division of University Schools,  
Indiana University

Chairman: Martha Walstrum, Director of  
Women's and Children's Programs,  
Radio and Television Service, Indiana  
University

4:00 to 5:30 p.m. - Session Meetings

G. Studio 5

"The Elementary and Secondary Instructional  
Television Teacher--Qualifications,  
Standards, Procedures": H. Eugene Dybvig,  
Operations Manager, WSIU-TV, Southern  
Illinois University

Chairman: Buren C. Robbins, Director,  
Broadcasting Service, Southern Illinois  
University

H. Room 216

"Educational Radio--The Large City Station": Elizabeth E. Marshall,  
Assistant Director of Radio and  
Television for the Chicago Board of  
Education, and Director of WBEZ,  
Chicago

Chairman: John Regnell, Educational  
Program Supervisor, WILL,  
University of Illinois

6:30 p.m. to 8:00 p.m. - Second General Session:  
Conference Banquet-Frangipani Room,  
Indiana Memorial Union

"Problems and Opportunities in Education  
Today": Philip Peak, Assistant Dean,  
School of Education, Indiana University

Chairman: Elmer G. Sulzer, Director of  
Radio and Television Communications,  
Indiana University

### Tuesday, March 24

8:00 - 9:00 a.m. - Committee and Group Meetings

9:30 to 11:00 a.m. - Session Meetings

I. Studio 5

"The Radio School of the Air: Status and  
Future": H. B. McCarty, Director,  
Radio and Television, University of  
Wisconsin

Chairman: William Ewing, Associate  
Director, Telecommunications Center,  
Ohio State University

J. Studio 7

"Hypotheses for Predicting the Success of Educational Programs": Colby Lewis, Coordinator of Closed Circuit Television, Michigan State University

Chairman: James D. Perry, Supervisor of Closed Circuit Operations, Radio and Television Service, Indiana University

✓ K. Room 216

"Network Educational Radio: A Report From Headquarters": Robert Underwood, Network Manager, NAEB

Chairman: R. LeRoy Bannerman, Producer-Writer, Radio and Television Service, Indiana University

12:15 p.m. - Third General Session: Luncheon Georgian Room, Indiana Memorial Union (Luncheon through the courtesy of Electra-Megadyne, Inc., General Communications Division, Suppliers of Radio and Television Equipment to Indiana University)

"The President Reports": William Harley, President of NAEB

Announcements from Committees and Groups

Chairman: John P. Sheehan, Head Producer, Radio and Television Service, Indiana University



## COMMITTEE MEMBERS FOR THE CONFERENCE

### Regional Committee

Hymen Chausow, Chicago City Junior College  
William Ewing, Ohio State University  
John Henderson, Purdue University  
George C. Johnson, Chairman, Indiana University  
William Kroll, Indiana University  
Vernon McKown, New Albany Public Schools  
John Regnell, University of Illinois  
Buren Robbins, Southern Illinois University

### Local Committee

Kathryn Fraser  
George C. Johnson  
William H. Kroll  
James D. Perry  
John P. Sheehan  
Richard D. Yoakam

Reg  
III

INDIANA UNIVERSITY  
RADIO AND TELEVISION DEPARTMENT  
BLOOMINGTON, INDIANA, 47405

February 11, 1964

Mr. James A. Fellows, Assistant Director  
Research and Development  
National Association of  
Educational Broadcasters  
1346 Connecticut Avenue, N. W.  
Washington, D. C., 20036

Dear Mr. Fellows:

This letter deals with the Region III NAEB Conference at Indiana University on March 22, 23, and 24. I hope you will be able to send me your reactions to what follows in this letter as soon as possible.

The theme for the conference is to be, as we agreed in Milwaukee, ✓  
"Education's Stake in Radio and Television."

There will be two formal addresses, the first at 9 a.m., Monday morning, March 23; the second after a banquet on Monday evening. Plans now are to hold a general luncheon at 12 noon or 12:30 p.m. on Tuesday, March 24, to conclude the conference. This may concern itself with summaries and/or resolutions, if the conference feels it necessary or wise to issue such resolutions.

General structure of the conference may be as follows:

Sunday, March 22

- 3 p.m. to 6 p.m. -- Registration and tours
- 8 p.m. -- Information from NAEB Headquarters followed by questions and information from the membership.
- 9 p.m. -- Studio presentation of television news program

Monday, March 23

Registration continues

- 9 a.m. to 10 a.m. -- Conference information; informal welcome; keynote speaker on the general theme of the conference, preferably a specialist in the area of learning and/or communications theory.

10:15 a.m. to 12 noon -- Session meetings *Section?*

12 noon to 2 p.m. -- Luncheon

2:30 p.m. to 6 p.m. -- Session meetings *Section?*

6:30 p.m. to 8 p.m. -- Conference dinner with a major speaker

8:30 p.m. -- Possibly production workshops or demonstrations in campus studios, or videotape of studio drama production with comments by producer

Tuesday, March 24

8:30 a.m. to 12 noon -- Session meetings

12:30 p.m. -- Final luncheon of conference; reports from the conference

*Pure Miller,  
Omaha*

*dependent speaker -  
whether 99th should  
follow.*

Following out the suggestions of the committee meeting held in Milwaukee, session meetings may be of four types:

1. For interested persons who are not engaged in program production; these may be designated as "A" Sessions.
2. For persons engaged in broadcasting and/or program production; these may be designated as "B" Sessions.
3. For persons who are engaged in the technical phases of radio or television, including studio control room personnel as well as designers and producers of graphics and/or films; these may be designated as "C" Sessions.
4. For committees and special group meetings; these may be designated as "D" Sessions.

*next idea,  
HEH 2  
MCM.*

There will be one of these session periods on Monday morning, 10:45 a.m. to 11:30 a.m.; two session periods on Monday afternoon, 2:30 p.m. to 4 p.m. and 4:30 p.m. to 6 p.m.; two session periods on Tuesday, 8:30 a.m. to 10 a.m. and 10:30 a.m. to 12 noon.

The cost of one or more of the conference meals may be borne by a commercial group or groups. One of these is EMI, which has agreed to underwrite a noon luncheon on Monday. Do you know of others? The Local Planning Committee feels that a registration fee of \$10 may be needed to cover all the costs of the conference. With anything less than this sum, the conference will not be able to pay expenses of special speakers (if any) from off our campus. Participants in sessions are assumed to be registered for the conference and are not to receive reimbursements. What is your reaction to this matter?

*OK.*

On the enclosed sheets I have indicated the various session meetings, with my suggestions of topics to be considered at each. Will you please examine these carefully and suggest more specific topics for as many of the sessions as you can, together with the names and addresses of persons who might deliver the main talks and in addition persons who might be chairman of each session. In this regard it may be a good idea for the members of our committee to act as chairman for as many sessions as possible.

*LOCAL OR  
REGIONAL*

One further point, the enclosed sheet calls for at least twenty sessions. This may be too many. Perhaps you can suggest some way of limiting the number of these sessions.

Sincerely,

*George*

George C. Johnson, Director  
Educational Radio and Television

(Chairman, Regional and Local Planning  
Committees of NAEB Region III)

GCG:fo

Enclosure

INDIANA UNIVERSITY  
RADIO AND TELEVISION DEPARTMENT  
BLOOMINGTON, INDIANA

The Indiana University Radio and Television Department will be host to the Midwest Educational Broadcast Music Directors Conference in Bloomington, October 22 and 23.

The organization, formed last year, is made up of the music directors of educational broadcasting stations throughout the midwest. Approximately 80 persons are expected to attend the meeting.

A key event at the meetings will be the premier performance of "Quintet For Oboe and Strings--1963" by Bernhard Heiden, written especially to celebrate the opening of the new \$2,500,000 Radio-TV Production Center on the IU Campus.

The music directors will also hear performances of quartets written by Juan Orrego Salas and Thomas Beversdorf, resident composers on the faculty of the Indiana University School of Music. These presentations will be broadcast from the new Fine Arts Auditorium at 9:00 a.m., Tuesday, October 22, by Radio Station WFIU.

Heiden wrote Quintet this last summer in Florence, Italy. Heiden's opera, "Darkened City," also written in Florence, was given its premier performance by the IU Opera Theatre earlier this year. The Quintet will be played by the Berkshire quartet: Urico Rossi, violin; Albert Lazan, violin; David Dawson, viola; Fritz Maag, cello; with Jerry Sirucek, oboe.



Other sessions of the two-day meeting are expected to include appearances by a broadcast network music director, a Washington music critic, and a network music program producer. The music directors will participate in workshop sessions on music programming for educational stations, recording techniques, and legal clearance problems.

Kathryn Fraser, music director of WFTU, is chairman of the conference.

NAEB MID-WEST MUSIC DIRECTORS CONFERENCE Indiana University October 22-23, 1963
---

OCTOBER 22

9:00 a. m.

Registration

Conference Room, New Radio-TV Building

Tour of New Radio and Television Center

Guides: Margaret Wallace  
Art Freeman  
Lois Germann  
Wilson Allen

---- Coffee and Donuts Served ----

10:15 a. m.

Discussion Group

"Music Clearance for Educational Radio--  
Where Do We Stand?"

Discussion Leaders:

Elmer G. Sulzer, Director  
Radio and Television Communications  
Indiana University Radio and Television Service

Ted Grubb, Music Director  
WHAS, Louisville, Kentucky

Conference Room (G-45), Indiana Memorial Union

12:15 p. m.

Luncheon

Welcome: Elmer G. Sulzer

Speaker: Walter Kaufmann, Professor of Music  
Indiana University School of Music

"Some Aspects of Broadcasting in India"

Georgian Room, Indiana Memorial Union

1:45 p. m.

Discussion Group

"Programming for Educational Radio"

Host: Herbert Seltz, Program Supervisor  
Indiana University Radio and Television Service

Panelists: Harry Welliver, Music Director, WUOM  
University of Michigan, Ann Arbor, Michigan

John White, Professor of Music  
Indiana University School of Music

Conference Room (G-45), Indiana Memorial Union

3:30 p. m.

Business Meeting

Leader: Kathryn Fraser, Music Supervisor  
Indiana University Radio and Television Service

Conference Room (G-45), Indiana Memorial Union

6:15 p. m.

Banquet

Host: Richard D. Yoakam, Director  
News and Special Events  
Indiana University Radio and Television Service

Speaker: Don-Gillis, NBC Production Staff, New York

Guests of Honor: Mr. and Mrs. Thomas Beversdorf  
Mr. and Mrs. Bernhard Heiden  
Mr. and Mrs. Juan A. Orrego-Salas

Georgian Room, Indiana Memorial Union

8:45 p. m.

Radio Recital

Berkshire Quarter

Urico Rossi, violin      David Dawson, viola  
Albert Lazan, violin      Fritz Magg, cello  
Assisting Artist, Jerry Sirucek, oboe

Quintet for Oboe and Strings (1963)      Heiden

Quartet No. 1 (1952)      Beversdorf

Quartet No. 1, Opus 46 (1956)      Orrego-Salas

Fine Arts Auditorium

10:15 p. m.

Reception

Van Orman Suburban

#### OCTOBER 23

9:00 a. m.

Tour of Music School  
Lobby, New Music Annex

10:15 a. m.

Discussion Group

"Timpani and Tape"

Host: William H. Kroll, Technical Supervisor  
Indiana University Radio and Television Service

Panelists: Louis R. Burroughs, Vice-President for  
Broadcasting and Recording, Electro-Voice, Inc.

George Gaber, Professor of Music  
Indiana University School of Music

Conference Room (G-45), Indiana Memorial Union



12:15 p. m.

Luncheon

Host: John P. Sheehan, Head Producer  
Indiana University Radio and Television Service

Speaker: Ross Allen, Instructor; Stage Director for  
Opera, Indiana University School of Music

Georgian Room, Indiana Memorial Union

1:30 p. m.

Problem Session

"Clearing the Air... We Hope"

Leader: Kenneth Cutler, Music Director, WILL  
University of Illinois, Urbana, Illinois

Conference Room (G-45), Indiana Memorial Union

3:00 p. m.

Demonstration

"Talk and Demonstration of Directional Mikes with  
Emphasis on Application of New Cardiline Ultra  
Directional Units, Models 642 and 643"

Louis R. Burroughs, Vice-President for Broadcasting  
and Recording, Electro-Voice, Inc.

Conference Room (G-45), Indiana Memorial Union

TELL BMCK RE NL NOTICES  
FOR REGION III (G. J. HANSON)  
ALSO MAILINGS

# INDIANA UNIVERSITY

BLOOMINGTON, INDIANA

RADIO AND TELEVISION SERVICE  
DEPARTMENT OF RADIO AND TELEVISION

RADIO BUILDING  
AREA CODE 812  
TEL. NO.

September 30, 1963

Enthusiasm for the rapidly approaching Conference for Midwest Educational Broadcast Music Directors is becoming harder to contain here at WFIU, and we would like to pass on some of the reasons why.

As you know, the Conference is set for October 22 and 23 on the Indiana University campus which, at that time, should be a lavish Autumn spectacle.

A significant event will be the premiere performance of "Quintet for Oboe and Strings--1963" by Bernhard Heiden, Professor of Composition at Indiana University. The work was written to celebrate the opening of the new \$2,500,000 Radio-TV Production Center. The featured soloist will be Jerry Sirucek, who came to the music faculty from the Chicago Symphony Orchestra. Last spring Heiden saw his first opera, The Darkened City, premiered by the Indiana University Opera Theater. His work is not only familiar to our campus, but has been performed by many of the major symphony orchestras and chamber groups in America.

Also to be heard are quartets by the Chilean composer, Juan Orrego Salas, who now heads the Latin American Music Center here, and Thomas Beversdorf, resident composer. Orrego Salas's work, commissioned for the 1957 Inter-American Festival, was premiered in Washington, D. C. by the Julliard Quartet. The quartet by Beversdorf was composed in 1952 and has been performed several times throughout the country. The Berkshire Quartet which winters in Indiana and summers on Music Mountain is the performing group and includes Urico Rossi, first violin; Albert Lazan, second violin; David Dawson, viola; and Fritz Maag, cello.

Our key speaker, hopefully, will be Samuel Chotzinoff, General Music Director of the National Broadcasting Company. We say hopefully because Mr. Chotzinoff, although enthused about the invitation and especially eager to see the Music School, is presently recovering from an illness. The prospects of his appearance, however, are bright.

"Tympani and Tape" is the title of a workshop to be given by George Gabor, widely recorded percussionist and campus wit, and Louis R. Burroughs, Vice President of Broadcast and Recording Equipment of Electro-Voice, Inc.

It should be interesting to see what happens when a musician and an engineer try to affably discuss recording techniques and ideal conditions.

We are fortunate to have on this campus a man who was Music Director for Radio Bombay. His name is Walter Kaufmann, and he is known as a musicologist, conductor and composer. His opera, The Scarlet Letter, was premiered here in 1961. At a luncheon on the 22nd Dr. Kaufmann will talk on "Some Aspects of Broadcasting in India."

Elmer G. Sulzer, head of the Department of Radio & TV, and your host for the Conference, will conduct a workshop on the familiar nemesis, clearance. Programming on educational radio will be discussed by Harry Welliver (who will enlighten us as to what is going on) and Irving Louens (who will describe what should be going on).

In addition, there will be two tours. The first, through the Radio-TV Production Center, will be conducted by Margaret Wallace and Art Freeman, scholarship students in Radio and TV. The second tour will take you through the School of Music which is considered one of the finest in the nation.

Now we come to the least interesting part of the Conference, its cost. The registration fee which includes all meals except breakfast is \$16.00. Information about rates at the Biddle Continuation Center will be found on an enclosed card. We urge you to make reservations as soon as possible. Here for your convenience, in the event that the Biddle Continuation Center is full, is a list of Bloomington Motels:

VanOrman Suburban Hotel  
Stony Crest Motel  
Holiday Inn  
Penguin Motel

The Parkerhouse Motel  
Shady Acres Motel  
Downtown Motel

And for our convenience please return the card citing your intentions concerning the Conference very soon.

We feel that we have prepared the way for an exciting exchange of ideas in a milieu that will be relaxed and entertaining.



File - Region III

April 18, 1963

Mr. Elmer G. Sulzer, Director  
Radio and Television Communications  
Indiana University  
Bloomington, Indiana

Dear Bruno:

I meant to discuss with you, at the time of the Region III meeting in Chicago, a couple of the points you raised in your letter of March 8, to Jim Miles - regarding the fact that apparently your staff members were ignored not only when the Region III program was drawn up, but also when the NAEB committees were appointed.

As one who has served long and faithfully as chairman of some of NAEB's "toughest" committees, I think you know how they are appointed. There are several considerations, of course. In the first place, to be appointed to an NAEB committee a person needs to be either an individual member of the Association, or the official contact person from a member institution (in the case of the Network committees, network contact persons may be appointed). This means that there are some 1500-1600 people eligible to be appointed to committees. Even weeding out duplication (that is, not appointing people to any new committee assignment while they are still serving a term on another committee), as we have been attempting to do in recent years, we still have only room for a total of 200 committee members, of which only a third are appointed each year. Since we have over 300 institutional members alone, we can't even have an average of one committee member per institutional member -- let alone include any of the many qualified individual members not connected with institutional members.

So, you see, we're not trying to slight anyone - we're trying to spread committee appointments around insofar as possible, and at the same time we try to appoint those people we feel will do the best job. You had served as chairman of the FR committee for some time and had asked to be relieved, and I guess we simply didn't realize that no other Indiana staff members were on a committee.

Of course, as you know from your experience as a chairman, we also try to consider for appointment those persons whom the chairman suggests because he feels they will be able to contribute and will be good workers. These contacts are usually made at NAEB regional and national meetings, and you said that few of your people came to our meetings most of the time.

I hope you will understand that I am not trying to make excuses, but am simply trying to explain a rather complex situation, with which you are very familiar. I hope that if you feel that any of your staff are particularly qualified to



serve on a given NAEB committee you will let me know, especially those who will be able to devote the time that you know that committee work takes.

Since this year's NAEB convention will be in Milwaukee, I hope that you will feel that it will be worthwhile for a number of your staff to come. We are currently in the process of working out the details for the special interest sessions, as you no doubt noticed in the latest Newsletter. If you feel that there are any particular subjects on which formal papers might be presented, and you have a staff member, or members, qualified and willing to present same, I'd certainly appreciate having your suggestions. We'll throw 'em in the hopper along with all the others, and see what comes out.

It was good to see you, though briefly, in Chicago. I hope that the financial statement I put on the Board answered one of your primary questions, but if you still have questions about it, please don't hesitate to let me know. Fondest regards to Dortha.

Regards,

Harold E. Hill  
Vice President

HEH/mlm

blcc: James Miles

# Individual Members in Bloomington

---

Ali Iskan Beyhan

James C. Cast

David E. Hennessy

Allan F. Goodfield

Kenneth Nordbye

Mendel Sherman

Wang Ta-kung

William B. Willingham

Hassan M. El Zein

# INDIANA UNIVERSITY

BLOOMINGTON, INDIANA

RECEIVED AND TRANSMISSION SERVICE  
DEPARTMENT OF RADIO AND TELEVISION

RECEIVED  
MAR 13 1963  
117-017

March 11, 1963

RECEIVED  
NAEB HEADQUARTERS

MAR 13 1963

AM 11:19:10 11:19:11 11:19:12 11:19:13 11:19:14 11:19:15

Mr. James S. Miles, Director  
Department of Radio and Television  
Purdue University  
West Lafayette, Indiana

Dear Jim:

After writing you yesterday, I received a copy of the Region III Program for the meeting to be held in Chicago.

With considerable reluctance, I feel that I must register a sort of gripe with you as Regional Director. In looking over the program, I find no representation whatever of the Indiana University broadcasting department. Exactly the same thing happened last year at Muncie. It is hard for me to come to the rather juvenile conclusion that a boycott on I. U. is in sway, but in view of the fact that on both occasions every other important broadcasting department in the Region was represented makes me wonder.

For instance, doesn't it seem a little ridiculous that in Session "B," dealing with educational broadcasting facilities, I. U. is not included even though we are about to finish what will be by far the finest college broadcasting building in the world. This was preceded by several years of detailed study. Precisely the same thing could be said regarding the "A" Session on administering educational broadcasting since both personnel wise and budget-wise, I. U. ranks among the top.

Frankly, both last year and this year members of our staff have become pretty well miffed at the situation, and the suggestion has been made to me that we could save several hundred dollars by resigning from the organization which apparently isn't aware of our existence (if you will look over the national committee setup of the NAEB for the past two years, you will see that the same situation obtains there).

Mr. James S. Miles

- 2 -

March 7, 1963

Having seen a lot of malcontents in my lifetime, I hesitate to put myself in the same category; but when an issue that was in the back of my mind is being reinforced and called to my attention by members of our staff for whom I have a great deal of respect, I feel that the situation at least demands a letter to you.

I know you have no other problems, so don't let this upset you. Perhaps if we were out of the organization, all members of the NAEB could breathe easier.

Looking forward to seeing you in the windy city, and with best personal wishes, I remain,

Cordially yours,

  
Elmer D. Sulzer, Director  
Radio and Television Communications

EMS:drp

Theremafax copy to Mr. William Harley ✓

RECEIVED  
NAEB HEADQUARTERS

MAR 13 1963

AM 3 10 11 12 1 2 3 4 5 6 PM



File - Region III

A large, stylized handwritten signature in blue ink, possibly reading "A. F. Hill", is written over the typed text.

National Association of  
Educational Broadcasters  
Region III Conference  
March 17-19, 1963

Center for Continuing Education  
The University of Chicago  
1307 East 60th Street  
Chicago 37, Illinois

Conference Program  
(All times Central Standard)

SUNDAY P.M., MARCH 17

4-6     Registration

Conference registration-2nd floor lobby  
Room registration-1st floor lobby

(Conferees who have note submitted questions for Tuesday morning session should do so. Appropriate forms and a box to deposit them are at 2nd floor registration desk. Questions will be received until 10 p.m. Monday.

- 4       Meeting of all leaders for Monday  
concurrent group discussions with  
Henry Mamet. (Room 1A)

5-6     Reception (Room 2EF-2nd floor West)

6       Open Dinner Hour

Conferees may dine in the building.  
Or, a selected list of neighborhood  
restaurants is included in registration  
packet.

8       Opening Session (Room 2BC-2nd East)

Welcome: William G. Harley, President,  
National Association of Educational  
Broadcasters.

Welcome: Alec Sutherland, Director,  
Center for Continuing Education; and  
Director, Educational Broadcasting,  
The University of Chicago.

Introduction of keynote speaker by John  
B. Buckstaff, Assistant Director, Edu-  
cational Broadcasting, The University  
of Chicago.

Keynote Address: "The Challenge of Change"

MONDAY A.M., MARCH 18

8:30      Registration continues

8:45      President's Report (Room 2BC)

William G. Harley, President, National Association of Educational Broadcasters

9:30      Concurrent Sessions

(Conferees to attend concurrent sessions for which they have registered; conferees will be assigned to small discussion groups at conclusion of each concurrent session.)

Session A - Administering Educational Broadcasting (Room 2BC)

Chairman: Armand Hunter, Director of Broadcasting, Michigan State University,  
Resource Personnel: E.G. Burrows, Manager, WUOM, University of Michigan;  
Uberto Neely, General Manager, WCET, Cincinnati; Frank Schooley, Director, University Broadcasting, University of Illinois.

Session B - Educational Broadcasting Facilities: A Technical Session (Room 2EF)

Chairman: Lloyd P. Morris, Board of Education, Elmwood Park, Ill.  
Resource Personnel: Emil H. Andresen, Supervisor of Technical Services, Division of Radio-TV, Chicago Board of Education; John Brown, Jr., Chief Engineer, WDTR-WTVS, Detroit; C.A. Eblen, Program Supervisor, WHA, Madison;

Philip A. Jacobson, Consultant, I.J. Kayle and Associates, Chicago; James Miles, Director of Radio-TV, Purdue University; Colonel DeWolf Schatzel, Director of Engineering, MPATI, Inc.

10:30     Coffee in Cafeteria

11-

12:15     Concurrent Discussion Groups

(Assignment to these groups will be made at close of concurrent sessions)

Administration Group Leaders:

John Regnell, Educational Program Supervisor, WILL, Urbana; McCabe Day, Director, WVSH, Huntington, Inc.; Hymen Chausow, Director of TV, Wright Jr. College, Chicago; Frank Schooley, Director, University Broadcasting, University of Illinois.

Facilities Group Leaders:

Robert F. Ancha, Consultant, Rich Sound Engineers, Chicago; Lee S. Dreyfus, General Manager, WHA-TV, Madison; Jack Neill, MPATI, Inc.; Charles Hunter, Chairman, Department of Radio-TV-Film, Northwestern University.

MONDAY P.M., MARCH 18

12:45     Luncheon (Main Dining Room)

Presider: Allen Burns, Public Affairs Manager, WNBQ, Chicago.

Presentation: "Promoting Educational Broadcasting: Two Viewpoints"

Speakers: Ed Morris, Director of Development, WTTW/Channel 11, Chicago; Chet Campbell, Manager of Promotion and Advertising, NBC, Chicago.



2:30

Concurrent Sessions

Session C - The Heart of Broad-  
casting: The Program (Room 2BC)

Chairman: H.B. McCarty, Director of Broadcasting, The University of Wisconsin.

Resource Personnel: Charles F. Hunter, Chairman, Department of Radio-TV-Film, Northwestern University; Ray Stanley, General Manager, WOSU-TV, The Ohio State University; Robert E. Underwood, Jr., Network Manager, NAEB; Lewis Rhodes, Coordinator of TV Production, Central Michigan ETV Council; Garnet Garrison, University of Michigan.

Session D - Relationships in Educational Broadcasting (Room 2EF)

Chairman: Martin Maloney, Professor of Radio-TV-Film, Northwestern University.

Resource Personnel: Frank Schooley, Director, University Broadcasting, University of Illinois; James Taylor, Director of TV, DePaul University, Chicago; Hal Fisher, Director of Public Affairs, WBBM-TV, Chicago; Father John F. Banahan, Director of Radio-TV, Roman Catholic Archdiocese of Chicago; C.H. Logan, Production Manager, WMVS-TV, Milwaukee.

3:30

Coffee in Cafeteria

4-

5:15

Concurrent Discussion Groups

(Assignment to these groups will be made at close of concurrent sessions)

Programming Group Leaders:

Lewis Rhodes, Coordinator of TV Production, Central Michigan ETV Council; John DeCamp, WBAA, Purdue University; Harold Engel, WHA, University of Wisconsin; Charles Clardy, Individual Member, NAEB.

Relationships Group Leaders:

Paul Cahill, Manager of Public Information, University of Illinois, Chicago; Milton Shufro, Director of News and Broadcasting, Roosevelt University, Chicago; James Fellows, Assistant Director, Office of Research and Development, NAEB, Washington.

5:15      Indiana University Slide Presentation  
(Room 2BC)

Topic: Indiana University's New Radio-Television Building.  
Speaker: William Kroll, Technical Supervisor, Indiana University Radio-TV Service.

6-7      Reception (Room 2EF)

Refreshments courtesy of Chicago stations WBKB (TV), WGN, Inc., and WMAQ-WNBQ.

7      Banquet (Main Dining Room)

Presider: Harold E. Hill, Administrative Vice-President, NAEB.

Entertainment: "The Sound of Jazz," Art Hodes.

Address: "Broadcasting and the Public Interest"

Speaker: Robert Lemon, Station Manager, WNBQ, NBC, Chicago.

10:00 Group leaders deliver one-page summarizations of their sessions to Henry Mamet. Room 1A. (Summaries of each group discussion will be edited and mailed to all conferees.)

Region III Conference Program Committee meets to plan agenda for Tuesday morning session. (Room 1c)

## TUESDAY A.M., MARCH 19

9 Concluding Session - "The Membership Speaks" (Room 2BC - Open to Members only)

Discussion leader: Alec Sutherland, Director, Center for Continuing Education; Director, Educational Broadcasting, The University of Chicago. Report by Region III Board Member: James Miles, Director of Radio-TV, Purdue University.

Open discussion: Planned to allow every NAEB member to "sound off." Initial discussion based on questions supplied by conferees.

Noon Adjournment of Convention

(NOTE: Official adjournment of the conference is not intended to act as a deterrent to discussion; those so wishing may lunch together and return to the conference room.)

## TUESDAY P.M., MARCH 19

1:30 Tours

WTTW/Channel 11, Chicago's community educational station. Those desiring this tour should sign up at time of registration or see Ed Morris.

St. Margaret of Scotland School -  
complete CCTV setup with use of  
MPATI and Channel 11 programs.  
See literature table for details.

1963 Region III Conference Committee

Don Anderson, Ill. Inst. of Tech.  
Allen Burns, NBC, Chicago  
Richard Hull, Ohio State University  
Henry Mamet, Chicago Board of Rabbis  
Chalmers Marquis, Jr., WTTW/Channel 11  
Elizabeth Marshall, Chicago Bd. of Ed.  
James Miles, Purdue University  
Wanda Mitchell, Evanston High School  
John Buckstaff, Chairman, U. of Chicago



*Our file - Reg III*  
National Association  
of

Educational Broadcasters

REGION III CONFERENCE



March 29-30, 1962

L.A. PITTENGER STUDENT CENTER

**Welcome to Ball State Teachers College • Muncie, Indiana**

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS  
REGION III CONFERENCE

Ball State Teachers College, Muncie, Indiana  
March 29 and 30

March 29 Registration - L.A. Pittenger Student Center

10-12:00 Coffee Hour - Terrace Lounge, 2nd floor

12-2:00      General Session - Luncheon, Cardinal Hall  
Invocation - Reverend George Barker  
Chairman, James Miles, Director Radio-TV  
Unit, Purdue

Welcome: Dean Victor Lawhead, Ball State  
Speaker: Richard Hull, Director  
Telecommunications Center,  
Ohio State University

Keynote: Radio and ETV, Vital Tools for Education

2:15-3:15 Seminar A Audience Research, Forum Room  
Chairman, Warren F. Seibert, TV Program  
Research Consultant, Purdue

Paper: Broadcasting Research on Station  
Effectiveness, Bruce H. Westley,  
School of Journalism, University  
of Wisconsin

Paper: Implication of FCC Regulations on  
Analysis of Community Needs and  
Resources, Walter Emery, Radio-TV  
Dept., Michigan State University

2:15-3:15 Seminar B Broadcast Engineering, Room 307  
Chairman, Rob Beldon, Chief Engineer WILL-  
AM-FM-TV, Univ. of Illinois

Paper: FM Multiplex, Rob Beldon

Paper: Broadcast Quality Control, Fred M. Remley, Technical Director, University of Michigan Broadcasting Service

~~Index~~  
Council for <sup>^</sup>INSTITUTIONAL Coop.

- 3:40-4:45 Seminar C Radio & Television Instruction, 307  
Chairman, William Ewing, Telecommunications  
Center, Ohio State University  
Paper: Role of Television in Direct  
Instruction-A Case Study,  
Mrs. Bonnie Gilliom, Columbus Ohio  
Public Schools  
Paper: Role of Radio in Direct Instruction-  
A Case Study, Lee Dreyfus, Wayne  
State University
- 3:40-4:45 Seminar D Programming, Forum Room  
Chairman, E. G. Burrows, Manager WUOM,  
University of Michigan  
Paper: Music Programming of Educational  
Stations, Harry Welliver, Music  
Director, WUOM  
Paper: New Challenges in Programming,  
Stephen C. Hathaway, Miami Univ.
- 5:30 - *Util Film (Bob Goster) Forum Room*
- 6:00-8:00 General Session - Banquet, Cardinal Hall 202  
Invocation - Reverend Richard Behrmann  
Chairman, William H. Tomlinson, Director  
of Radio and Television, Ball  
State  
Music: Ball State Music Department,  
Excerpts from the Broadway Musi-  
cal, "Kiss Me Kate"
- 8:30-10:30 General Session - Reports, Forum Room  
Chairman, Harold E. Hill, Administrative  
Vice-President, NAEB  
~~Speaker: Richard Hull, Report on North~~  
~~Central Association Broad-~~  
~~casting Activities~~  
Speaker: James Miles, Report on MPATI 8:05  
Speaker: S. Salwak, CIC TV Project 8:25  
Speaker: Frank Schooley, CIC Live Radio 8:40  
Network  
Speaker: Harold Hill, NAEB Headquarters  
Report  
*Sted* Speaker: ~~Robert Underwood, NAEB Network 8:50~~

March 30  
9-10:00      Seminar E Programming Resources of Educational Stations, Forum Room  
Chairman, John B. Buckstaff, Univ. of Chicago  
Paper: Programming Resources Small Community, Elizabeth Turnell, WGRE DePauw  
Paper: Programming as a Non-Station Operator in Large City, Donald P. Anderson, Illinois Institute of Technology  
*Lee Frishnock "After NET, what?"*

9-10:00      Seminar F Engineering, Room 307  
Chairman, John Browne, WTVS, Detroit, Mich.  
Paper: 4½" Image Orthicon Camera in EVT, Ray Wood, Delta College, Mich.  
Paper: New Developments in Videotape Recording, John Browne

10-10:20      Coffee Hour - Terrace Lounge, 2nd floor

10:30-11:30      Seminar G School Broadcasting, Forum Room  
Chairman, Robert Boston, WFBE, Flint, Michigan Public Schools  
Paper: Planning a School Station, John W. Finster, WETL, South Bend Public Schools  
Paper: Utilization of In-School Programming, James L. Mead, WOAK, Royal Oak, Michigan Public Schools

10:30-11:30      Seminar H Student Training, Room 307  
Chairman, Leo Martin, Head, Radio-TV Dept., Michigan State University  
Paper: Student Training Below University Level, Donald Ickes, New Trier Township High School, Winnetka, Illinois  
Paper: Student Training at University Level, Richard O. Forsythe, WBAA, Purdue



- 12-1:00    General Session - Luncheon, Cardinal Hall  
Invocation: Father William Grady  
Chairman, Larry Frymire, Station Manager,  
WKAR, Michigan State University  
Speaker: Father Hugh Beahan, Diocesan  
Director, Radio-TV, Grand Rapids,  
Michigan, The Long Road Toward  
Station Development-or the FCC  
and Me
- 2:00-3:00    Address: Mr. Henry Loomis, Director of  
Broadcasting Services, United States  
Information Agency - Assembly Hall
- 3:00-5:00    Tours:    The New COMMUNICATION CENTER
- 5:00 p.m.    Adjourn

Conference Planning Committee

Chairman, Larry Frymire, Michigan State University  
James Miles, Purdue University  
John DeCamp, Purdue University  
Archie Greer, Ohio University  
John Regnell, University of Illinois

# Legend

1. Administration Building
2. Science Hall
3. Library and Assembly Hall
4. South Hall (women)
5. Music Building
6. Music-English Annex
7. English Building
8. Frances Woodworth Ball Halls (women)
9. DeHority Halls (women)
10. Practical Arts Building
11. U.S.N.R.T.C.
12. Mobile Homes Park
13. Industrial Arts Section of Practical Arts Building
14. North Hall (men)
15. Residence, 312 North College
16. Fine Arts Building (Art Gallery)
17. Mathematics Building
18. Education Annex
19. A.F.R.O.T.C. Building
20. Ball Gymnasium
21. Lucina Hall (women)
22. Beneficence
23. Tennis Courts
24. Service and Stores Building
25. Heating Plant
26. Greenhouse
27. Football and Track Field
28. Baseball Diamond (Storage and Bleachers)
29. Auditorium (proposed)
30. Burriss Laboratory School
31. Traffic, Safety and Security
32. Frank Elliott Ball Hall (men)
33. Brandt House (Home Management)
34. Anthony Apartments (married students)
35. President's Home
36. W. E. Wagoner Hall (men)
37. L. A. Pittenger Student Center
38. Fire Station (City of Muncie)
39. Tennis Courts
40. Tennis Courts
41. Noyer Halls (proposed)
42. Men's Physical Education Building (proposed)

# CAMPUS MAP



*File & Register III*

Region III NAEB Conference  
March 17-19, 1963  
Center for Continuing Education  
The University of Chicago  
1307 East 60th Street  
Butterfield 8-2500

### CONFERENCE PROGRAM

#### Sunday, March 17

4-6 p. m. Registration (2nd floor lobby)

(Registration fee of \$12 includes Monday lunch and dinner.)

(Conferees who have not already done so are urged to leave questions at this time for the Tuesday morning session, "The Membership Speaks.")

4:00 p. m. Meeting of leaders for Monday group discussions with Henry Mamet. (Room 1A)

5-6 p. m. Cocktail Party (Private dining room - ground floor.)

6:00 p. m. Open Dinner Hour

Conferees may dine in the building. Or, a selected list of neighborhood restaurants is included with registration packet.

8:00 p. m. Opening Session (Assembly Room - Basement Level)

Welcome: William G. Harley, President, National Association of Educational Broadcasters.

Welcome: Alec Sutherland, Director, Center for Continuing Education; and Director, Educational Broadcasting, The University of Chicago.

Introduction of speaker by John B. Buckstaff, Assistant Director of Educational Broadcasting, The University of Chicago.

Keynote Address:

#### Monday, March 18

8:30 a. m. Registration continues (2nd floor lobby)

8:45 a.m. President's Report (Room 2BC, 2nd floor, East)

William G. Harley, President, National Association of Educational Broadcasters.

9:30 a.m. Concurrent Sessions\*

Session A - Administering Educational Broadcasting (Room 2BC)

Chairman: Armand Hunter, Director of Broadcasting,  
Michigan State University.  
Resource E.G. Burrows, Manager, WUOM, University  
Personnel: of Michigan.  
(Radio Station Administration)  
Uberto Neely, General Manager, WCET,  
Cincinnati,  
(Television Station Administration)  
Richard Hull, Director, Radio and Television  
Broadcasting, The Ohio State University,  
(Radio and Television Station Administration)

*ISMW* *JEL*

Session B - Educational Broadcasting Facilities: A Technical  
Session (Room 2EF)

Chairman: Lloyd P. Morris, Board of Education, Elmwood  
Park, Illinois.  
Resource Emil H. Andresen, Supervisor of Technical  
Personnel: Services  
Division of Radio-Television, Chicago Board of  
Education  
John Brown, Jr., Chief Engineer, WDTR-WTVS,  
Detroit  
C. A. Eblen, Program Supervisor, WHA, Madison  
Philip A. Jacobson, Consultant, I. J. Kayle and  
Associates, Chicago  
James Miles, Director of Radio and Television,  
Purdue University  
Donald Rueggsegger, Director of Technical  
Services, WETN, Wheaton, Illinois  
Colonel DeWolf Schatzel, Director of Engineering,  
MPATI, Inc.

10:30 a.m. Coffee in Cafeteria

11-12:15 Concurrent Discussion Groups\*

\*Conferees will elect, at time of pre-registration, to attend either Session A or Session B. Arbitrary assignment will be made for small group discussions (A-1, A-2, etc.) for optimum group size. Name badge indicates both session and group.

Group A-1 (Room 2A)  
Group leader: John Regnell, Educational Program  
Supervisor, WILL  
Group A-2 (Room 2B)  
Group leader:  
Group A-3 (Room 2C)  
Group leader:  
Group A-4 (Room 1A)  
Group leader:  
Group B-1 (Room 2D)  
Group leader: Robert F. Ancha, Consultant, Rich  
Sound Engineers  
Group B-2 (Room 2E)  
Group leader: Lee S. Dreyfus, General Manager, WHA-TV  
Group B-3 (Room 2F)  
Group leader: Jack Neill, MPATI, Inc.  
Group B-4 (Room 1C)  
Group leader: Charles Hunter, Chairman, Department of  
Radio-TV-Film, Northwestern University, Evanston, Ill.

12:30 p. m. Luncheon (Dining Room)

Presider: Allen Burns, Public Affairs Manager, National  
Broadcasting Company, Chicago.  
Discussion: Promoting Educational Broadcasting: Two View-  
points, Ed Morris, Director of Development,  
WTTW/Channel 11, Chicago; and Chet Campbell,  
Manager of Promotion and Advertising, National  
Broadcasting Co., Chicago.

2:30 p. m. Concurrent Sessions

Session C - The Heart of Broadcasting: The Program (Room 2BC)

Chairman: H.B. McCarty, Director of Broadcasting, The  
University of Wisconsin.  
Resource: Charles F. Hunter, Chairman, Department of  
Personnel: Radio-Television and Film, Northwestern University,  
Evanston.  
Ray Stanley, Acting Director, Institute for Education  
by Radio-Television, The Ohio State University  
Robert E. Underwood, Jr., Network Manager,  
National Association of Educational Broadcasters  
Lewis Rhodes, Coordinator of TV Production,  
Central Michigan ETV Council



Session D - Relationships in Educational Broadcasting (Room 2EF)

Chairman: Martin Maloney, Professor of Radio-TV-Film,  
Northwestern University, Evanston, Illinois.  
Resource: Frank Schooley, Director of Broadcasting, The  
Personnel: University of Illinois.  
James Taylor, Director of Television, DePaul  
University, Chicago.  
Hal Fisher, Director of Public Affairs, WBBM-TV,  
Chicago.  
Father John F. Banahan, Director of Radio and  
Television, Roman Catholic Archdiocese of Chicago.

3:30 p.m. Coffee in Cafeteria

4-5:30 p.m. Concurrent Discussion Groups

Group C-1 (Room 2A)  
Group leader: Lewis Rhodes, Coordinator of TV Production,  
Central Michigan ETV Council  
Group C-2 (Room 2B)  
Group leader: Charles R. Clardy, Individual Member, NAEB  
Group C-3 (Room 2C)  
Group leader:  
Group C-4 (Room 1A)  
Group leader:  
Group D-1 (Room 2D)  
Group leader: Paul Cahill, Manager of Public Information,  
University of Illinois, Chicago  
Group D-2 (Room 2E)  
Group leader: Milton Shufro, Director of News and Broadcasting,  
Roosevelt University, Chicago.  
Group D-3 (Room 2F)  
Group leader:  
Group D-4 (Room 1C)  
Group leader:

6-7 p.m. Cocktail Party (Private dining room - ground floor.)

7:00 p.m. Banquet (Main dining room)

Presider: Harold E. Hill, Administrative Vice-President, The  
National Association of Educational Broadcasters  
Entertainment:

Address: Broadcasting and the Public Interest  
Speaker: Robert Lemon, Station Manager, WNBQ, Chicago

10:00 p.m. Group leaders deliver one-page summarizations of their sessions to Henry Mamet.\* (Room 1A)

Region III Conference Program Committee meets to plan agenda for Tuesday morning session. (Room 1C)

Tuesday, March 19

9:00 a.m. Concluding Session - "The Membership Speaks." (Room 2BC)  
(Open to NAEB members only)

Discussion leader: Alec Sutherland, Director, Center for Continuing Education; Director, Educational Broadcasting, The University of Chicago.

Report by Region III Board Member: Richard B. Hull, Director, Radio and Television Broadcasting, The Ohio State University.

Open Discussion - planned to allow every NAEB Member to "sound off."

12 noon Adjournment of Convention

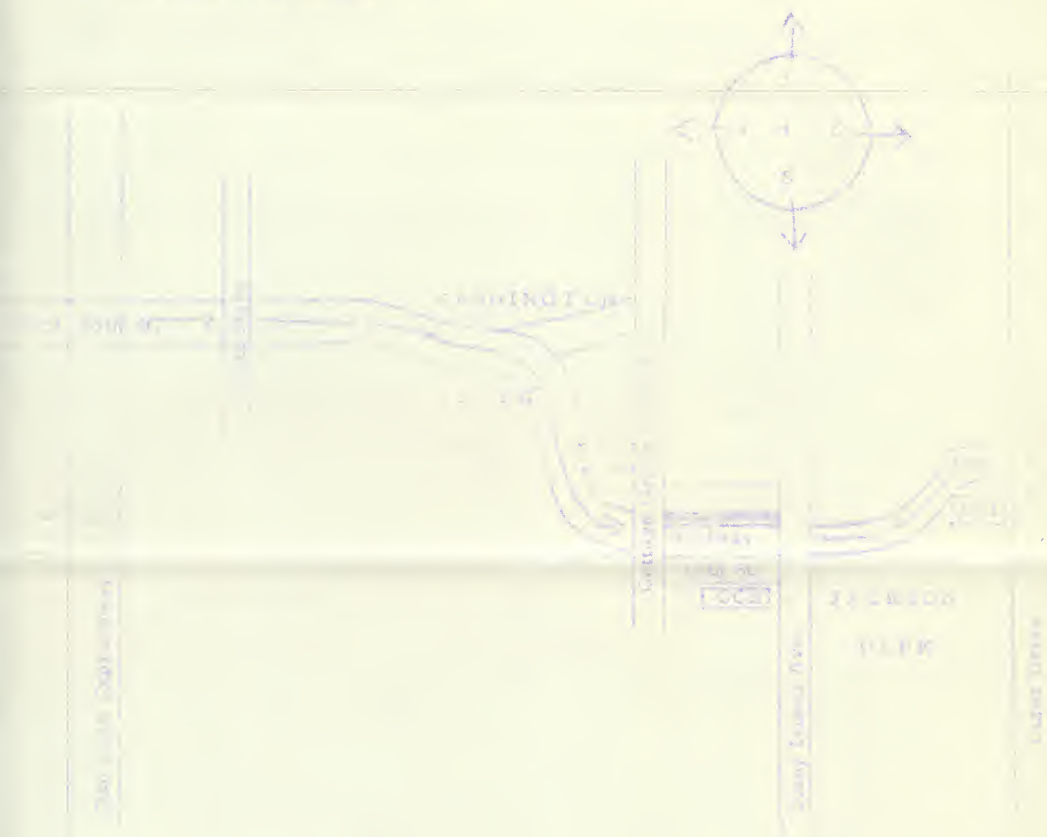
(NOTE: Official adjournment of the convention is not intended to act as a deterrent to discussion; those so wishing may lunch together and return to the conference room.)

1:30 p.m. Tour of WTTW/Channel 11 (Those desiring this tour should sign up for it at registration.)

\*Summaries of each of the 16 group discussions will be edited and mailed to all conferees.

1. Enter the parking pavilion  
 2. Walk to the south side of the bridge  
 3. Walk to the south side of the bridge

1. Enter the parking pavilion. Walk to 15th St. Drive east through park to the bridge.
2. Enter the parking pavilion. Walk to 15th St. Drive east through park to the bridge.
3. Enter the parking pavilion. Walk to 15th St. Drive east through park to the bridge.



Copyright © 1999 by the University of California  
 Department of Geography

February 19, 1963  
The University of Chicago  
Chicago 37, Illinois

Dear Region III NAEB Member:

This is your first peek at what we've been planning for the Regional Conference which meets in Chicago March 17-19, 1963.

We have been working diligently to organize a format which will serve the broad membership of the organization and which will do at a regional level those things which are done best regionally.

The keynote is to be that of informality ... there will be a minimum of formal presentations. Rather the emphasis will be on those ideas and problems which you bring to the meeting. It will be an opportunity for self-examination of ourselves as individual broadcasters and of our organization, the NAEB.

The meeting will be held in The University of Chicago's newly opened Center for Continuing Education at 1307 East 60th Street. The phone is BUtterfield 8-2500. If you drive into Chicago there is plenty of room to park behind the building ... and the location is ten minutes from the Chicago Skyway or the Dan Ryan Expressway. If you fly, there is a reduced rate form enclosed so that you will be met at O'Hare Field. Or if you train, the Center is 20 minutes away by cab.

A word about registration ... may I urge you to register now to aid us in our planning. A registration form, for both the Conference and hotel space, is enclosed. The total registration fee of \$12 for NAEB members includes both lunch and dinner on Monday. We will admit students to all sessions for a total fee of \$2. The Tuesday morning meeting (see program) is for NAEB members only. *But the Tuesday a.m. one + the meals*

As for the Tuesday morning session, "The Membership Speaks." The questions discussed in this meeting are up to you. To give some form to the meeting and to see that all aspects of interest are covered, we are asking you to send us in writing now (and later) those questions about the NAEB you would like to discuss - and might not want to raise from the floor right off the bat. Please let us know your thinking when you return your registration. In addition, questions may be deposited at the registration desk when you arrive for the Conference, and will be received as late as 10 p.m. Monday preceding the discussion.





Region III NAEB Conference  
March 17-19, 1963  
Center for Continuing Education  
The University of Chicago

Sunday, March 17

- 4-6 p.m. Registration
- 4:00 p.m. Meeting of group leaders for Monday sessions
- 5-6 p.m. Cocktail party
- 6:00 p.m. Open Dinner Hour
- 8:00 p.m. Opening Session: Keynote Speech

Monday, March 18

- 8:30 a.m. Registration continues
- 9:00 a.m. Concurrent Sessions:
  - Session A - Administering Educational Broadcasting
  - Session B - Educational Broadcasting Facilities; A Technical Session
- 10:00 a.m. Coffee
- 10:30 a.m. Concurrent Discussion Groups
  - 4 A groups - Administration; 4 B groups - Facilities
- 12:30 p.m. Luncheon; Discussion: Promoting Educational Broadcasting
  - Speakers: Ed Morris, Director of Development, WTTW/  
Channel 11, Chicago, and Chet Campbell, Manager  
of Promotion and Advertising, National Broadcasting  
Company, Chicago
- 2:15 p.m. Concurrent Sessions:
  - Session C - The Heart of Broadcasting: The Program
  - Session D - Relationships in Educational Broadcasting
- 3:15 p.m. Coffee
- 3:45 p.m. Concurrent Discussion Groups
  - 4 C groups - Programming; 4 D groups - Relationships

Region III NAB Conference

-2-

6-7 p.m. Cocktail party

7:00 p.m. Banquet; Discussion: Broadcasting and the Public Interest

10:00 p.m. Group leaders deliver one-page summarizations of their session to Henry Mamet.\*

Region III Conference Committee meets to finalize plans for Tuesday session

Tuesday, March 19

9:00 a.m. Concluding General Session - "The Membership Speaks"

Discussion leader: Alec Sutherland, Director, Center for Continuing Education, and Director, Educational Broadcasting, The University of Chicago.

Report: Richard Hall or James Miles

Open Discussion

10:00 a.m. Coffee

10:30 a.m. General Session continued - Open Discussion

12 noon Adjournment of Convention

1:00 p.m. Tour of WTTW/Channel 11

(NOTE: Official adjournment of the convention is not intended to act as a deterrent to discussion; those so wishing may lunch together and return to a conference room.)

\*Summarizations of each of the 16 group discussions will be edited and mailed to all conference registrants.

*File Region III*

LIST OF PARTICIPANT NAEB

*Region III*  
*Chicago 3/17-19/63*

1. Stephen A. All
2. David C. Bell
3. Glen Bishop
4. John F.X. Browne
5. John Buckstaff
6. Allen Burns
7. E. G. Burrows
- 8/ Hymen M. Chausow
9. Jack D. Coochbe
10. Charles R. Clardy
11. Dana Cox
12. Mary Daly
13. M. McCabe Day
14. John R. DeCamp
15. E. Roderick Deihl
16. Lee S. Dreyfus
17. Robert P. Dye
18. Cliff Eblen
19. Walter B. Emery
20. Harold A. Engel
21. John W. English
22. Richard Estell
23. James A. Fellows
24. Patrick J. Ford
25. Lee C. Frischknecht
26. Lawrence T. Frymire
27. Garnet Garrison
28. William O. Goedert
29. Robert E. Gosse
30. Gary Gumpert
31. William G. Harley
32. Lyle Haskin
33. Allan F. Hershfield
34. Harold E. Hill
35. Presley D. Holmes, Jr.
36. Clifton Holman
37. William Horner
38. Armand L. Hunter
39. Charles F. Hunter=
40. Leontine R. Keane
41. Orville A. LaGuire
42. Sheila Laney
43. C.H. Logan
44. J. Daniel Logan
45. Brother Louis, FSC
46. Jeremiah F. Madden
47. Henry Mamet
48. Chalmers Marquis
49. Elizabeth Marshall
50. Harold B. McCarty

WFBE-FM Station Man.  
Electronic. Eng. Evanston  
Western Mich. Univ. Sta. Man.  
WTVS Ch. Eng. Radio-TV  
Ass't Dir Broadcasting, U of C  
WNBQ Mgr. Public Affairs  
Mgr. WVOM-WVGR Univ. of Mich.  
TV College Dean of Tv Instr.  
Township High, Park Ridge  
ETV Prod. Dir. Evanston  
Cent. Mich. Univ. Prod. MGR.  
WDTR-WTVS Prod. Dir.  
Dir. Audio-Vis. Cent St. WVSH  
Purdue Univ. Mgr. WBAA  
Ohio Wesleyan Univ. Inst. Speech  
Univ. of Wis. Gen. Mgr. WHA-TV  
Western Mich. Univ. Dir. Brd.  
WHA Prog. Sup.  
Mich. State Univ.  
Univ. of Wis. Prof. Div. Rad.-TV  
Ill. Bell Tel. Data Eng.  
WKAR Actg. Mgr. Mich. State  
Ass't Dir. Off. Res. Dev. NAEB  
Mich State Univ. WKAR Prod. Dir.  
Mich. State Sta. Mgr.  
Fed. Commun. Comm. Head, Ed. Sec  
Univ. of Mich. Dir. Brd.  
Ass't Sup. Par. Schls  
Student  
WHATV Sr. Prod.  
Pres. NAEB  
Purdue Univ. Prog. Prod.  
Ind. Univ. Audio Vis. Cent.  
Vice-Pres. NAEB  
Ohio Univ. Prog Dir. WOUB-TV  
Southern Ill. Univ. Op. Mgr. WSIU  
Student  
Mich. State Univ. Dir. Div. BD  
Northwestern Univ. Ch. Radio TV  
Wayne State WDET-WTVS Dir. R&TV  
Pub.  
MichState Univ. Prod. Dir.  
Evanston High Teacher  
WVMS-WMVT Prod. Mgr.  
Wayne State WDET Sta. Mgr.  
Dir. Stud. Serv. H.S.  
Student  
Chgo Bd. Rabbis, Dir. Bdcstg.  
Univ. of Chgo. WTTW Dir. Prog.  
Actg. Dir. Radio&TV Bd. Ed.  
Dir. Div. Rad. TV Ed WHA Tv

51. Betty McKenzie
52. Jim Miles
53. Lloyd P. Morris
54. Jean Mosier
55. Eldon Naffziger
56. Uberto T. Neely
57. J. R. Neill
58. Ted Nielsen
59. Lee D. O'Brien
60. Blanche E. Owens
61. Ted. M. Payne
- 62/ James R. Potter
63. James W. Prange
64. John A. Regnell
65. Edward J. Rehm
66. Lewis A. Rhodes
67. Charles Ruffing
68. Joseph Sagmaster
69. Jerrold Sandler
70. William M. Sarchet
71. DeWolf Schatzel
72. Otto F. Schlaak
73. George Schneidewind
74. Paul J. Schneller
75. Frank E. Schooley
76. Walter P. Sheppard
77. Roger Skolnik
78. Harry J. Skornia
79. William L. Smith
80. Ray K/ Stanley
81. John J. Stollenwerk
82. Elmer G. Sulzer
83. Robert K. Tiemens
84. Robert W. Thomas
85. Robert E. Underwood, Jr.
86. Richard Uray
87. Jerry Weaver
88. Lawrence Ventura
89. Philip B. Walden
90. Richard F. Wenzel
91. Theron Whitfield
92. Raymond E. Wolf
93. Lynn A. Yeazel
94. James J. Zigerell

NABE Pub. Ed.  
 Purdue Univ. Dir. Radio-TV  
 Pres. Bd. of Ed. Commun. Eng.  
 Univ. of Cinc. Ass't Dir. RadioTV  
 TV Coord. Chgo. City Jr. Coll.  
 Gen. Mgr. WCET  
 MPATI Dir. Sch. Serv.  
 WHA-TV Prod. Mgr.  
 Student=  
 Northern Ill. Univ. Coord. Ed. TV  
 Henry Ford Museum Mag. Ed. TV  
 Purdue Univ. Mgr. TV Unit  
 Western Ill. Univ. Coord. Ed. TV  
 Univ. of Ill. WILL Prog. Dir.  
 WDET Ass't Station Mgr.  
 Central Mich. Univ.  
 Mich. State Univ. WMSB Inst. TV Coord.  
 Univ. of Cinc. Dir. Broadcast WGUC  
 Univ. of Mich. Ed. Radio Pro. Mgr.  
 Purdue Univ. WBAA Music Dir.  
 MPATI Inc. Dir. of Eng.  
 Mgr. WMVS & WMVT  
 Student  
 St. Patrick's H.S. Teacher  
 Univ. of Ill. Dir. Broadcast  
 Univ. of Wis. Res. Ass't Grad. St.  
 Mich. State Univ. Student  
 Univ. of Ill. Prof. Rad. TV  
 Central State Coll. Sta. Mgr.  
 Gen. Mgr. WOSU-TV  
 Marquette Univ. Student  
 Ind. Univ. Ch. Dept. Radio-TV  
 Northern Ill. Univ.  
 Northwestern Univ. Prof. Rad. TV  
 NABE Network Mgr.  
 Southern Ill. Univ. Op. Mgr.  
 Dir. of WNAS  
 Sta. Mgr. WGVE  
 Eng.  
 Superv. Radio & TV Mil. Pub. Schl.  
 Township High, Park Ridge  
 Purdue Univ. ITV Coord.  
 Student  
 TV Coll. Admin. Ass't



*Answered by phone — File — Region III*  
1/3/63

PURDUE UNIVERSITY  
TELEVISION UNIT  
LAFAYETTE, INDIANA

DECEMBER 27, 1962

MR. HAROLD E. HILL  
VICE-PRESIDENT, NAEB  
SUITE 1119  
1346 CONNECTICUT AVENUE, N.W.  
WASHINGTON 6, D. C.

DEAR HAROLD:

WE'RE GETTING IN PRETTY DEEP NOW ON THE UPCOMING REGION III MEETING IN CHICAGO IN MID MARCH. IT IS MY UNDERSTANDING FROM WORKING WITH THE ONE AT MUNCIE LAST YEAR THAT THERE IS NO REASON WHY WE SHOULD NOT CHARGE A SUFFICIENT REGISTRATION FEE TO TAKE CARE OF OUT OF POCKET EXPENSES OF THOSE OF US WHO HAVE TO ATTEND THE VARIOUS MEETINGS OR TO PROVIDE DINNER TICKETS FOR VIP'S OR OTHERS?

I KNOW I AM ASKING A REALLY SILLY QUESTION BECAUSE I AM FAMILIAR ENOUGH WITH THE FINANCIAL SITUATION OF THE TOTAL NAEB TO KNOW THAT THERE IS NO MONEY AVAILABLE FOR REGION MEETINGS, BUT I FIGURED THAT I BETTER ASK ANYWAY AND THUS HAVE THE DECKS ABSOLUTELY CLEAR. WE HAVE A MEETING COMING UP IN CHICAGO ON JANUARY 8TH WHICH I WILL TRY TO ATTEND AND I WOULD LIKE TO GO AS WELL FORTIFIED AS I CAN. ALONG THIS LINE IT WOULD BE VERY HELPFUL IF YOU COULD SEND ME ANY INFORMATION THAT YOU HAVE ON WHAT OTHERS ARE DOING OR HAVE DONE AS FAR AS REGIONAL MEETINGS ARE CONCERNED. THIS SHOULD BY ALL MEANS INCLUDE PRICES AS WELL AS PROGRAM IDEAS.

HOPE THAT YOU AND YOURS HAVE HAD A REAL FINE CHRISTMAS TIME AND THAT 1963 WILL BE THE BEST YEAR YET FOR YOU AND THE NAEB.

SINCERELY,



JAMES S. MILES  
DIRECTOR RADIO-TV

JSM/sc



*File Region III*  
WUOM 91.7 mc.  
ANN ARBOR

. . . THE UNIVERSITY OF MICHIGAN, ANN ARBOR, MICHIGAN

WVGR 104.1 mc.  
GRAND RAPIDS

November 9, 1962

Mr. Harold Hill  
National Association of Educational Broadcasters  
Suite 1119  
1346 Connecticut Avenue, N.W.  
Washington 6, D. C.

Dear Harold,

Herewith the official roster of the conference.  
Hope the delay has not been too great.

Correspondence at this early date indicates that there was a certain favorable acceptance of the conference and a unanimous opinion that the plan should be continued annually. Come the balloting decision on December 1st, we can then take up the idea for '63.

Many many thanks for your presence and participation. It was good of you to take time from your busy schedule to be here. We can but hope that certain contacts made will in the near future turn out to be worth your time and trouble coming to Ann Arbor.

Personally, it is always nice to have your jolly presence in evidence. Kindest personal regards and best wishes. Let me know when there is a job to be done.

Cordially,

*Harry*  
Harry B. Welliver  
Music Director

*Mr. Hill  
Ginny is working on letters  
to these people & will  
bring up today for  
your signature  
all she has done -  
I told her for Wednesday  
note's work & told her  
we'd pay since  
you'd indicated same  
to her before.*

WUOM 91.7 mc.  
ANN ARBOR

*File - Region III*

• • • THE UNIVERSITY OF MICHIGAN, ANN ARBOR, MICHIGAN

WVGR 104.1 mc.  
GRAND RAPIDS

October 8, 1962

Dear Colleague:

Welcome to the conference on Music Programing for Educational Radio!

The official program for the conference is enclosed. You will note that the speaker for the final luncheon is Mr. Abram Chasins, music director of The New York Times Stations, WQXR, AM-FM, in New York City. Mr. Chasins distinguished himself as the first to initiate his own weekly network series of talking-playing radio broadcasts in 1932. He is one of the most versatile figures in contemporary music, winning fame as a pianist, composer, teacher, author and commentator. He will be present for the entire conference. From his wide experience as a musician and radio personality, he will evaluate and summarize the conference and speak from a great store of practical fact.

The purpose of the conference is to afford an opportunity for the free exchange of ideas. Don't plan to come and be talked at! The "speakers" at various sessions have been instructed to limit their remarks to a very few minutes. You, the conferees, will then take over. Informality will be the order of the day. Please keep this in mind between now and then. Jot down perplexing questions. Be prepared to tell others how you do it. Please note the session on library procedures. Bring along any special forms you may have evolved (40 copies should be sufficient) or a duplicated sheet with an outline of your library procedure. For the Wednesday morning session, be prepared in like manner. If you have originated a special series of programs in music, even though you may have used readily-available materials, be prepared to tell about it. Bring duplicated copies of the series content for distribution to fellow conferees.

We believe a free exchange of ideas in a strictly informal atmosphere will be a great help to all in attendance. Be prepared to share your ideas - and your perplexities!

As a special courtesy while you are on campus, Tuesday evening you will have an opportunity to see a gala performance by Uday Shankar Hindu Dancers.

The dead line for reservations is October 30. Mail your reservation today. You are welcome to the conference even though you may not have returned the preliminary reservation card in July.

Cordially,

*Harry B. Welliver*

Harry B. Welliver  
Music Director

HBW/alc

Enclosures

NOVEMBER 6-7, '62  
The University of Michigan

*Music  
Programming  
for  
Educational  
Radio*



*Sponsored by:*

*Radio Station WUOM in cooperation with the Extension Service*

# MUSIC PROGRAMMING FOR EDUCATIONAL RADIO

## TUESDAY, NOVEMBER 6, 1962

10:00 a.m.—Registration

12:00 noon—Luncheon, Rooms 101-102, Michigan Union

*Host:* Garnet R. Garrison, Director of Broadcasting and Professor of Speech, The University of Michigan

*Greeter:* Michael Radock, Director of University Relations, The University of Michigan

*Speaker:* Dr. John A. Flower, Associate Dean and Associate Professor of Theory, School of Music, The University of Michigan. "Some Aesthetics of Program Building"

2:00 p.m.—General Session

MUSIC LIBRARY PROCEDURES

*Chairman:* Dr. Laszlo Böehm, Music Director, Department of Radio and Television, Wayne State University, WDET

*Resource Persons:* Kathryn Fraser, Supervisor of Musical Programs and Clearances, Indiana University, WFIU;

Kenneth Cutler, Music Director, University of Illinois Broadcasting, WILL

3:25 p.m.—Coffee

3:35 p.m.—General Session

RIGHTS AND COPYRIGHTS

*For the broadcasters:* Edwin G. Burrows, Associate Director, Broadcasting Service—Radio, and Manager, The University of Michigan, WUOM

*From the industry:* Leonard Feist, President, Associated Music Publishers, New York

6:00 p.m.—Dinner: Rooms 101-102, Michigan Union

*Host:* Garnet R. Garrison

*Speaker:* James B. Wallace, Dean of the School of Music and Associate Professor of Music Literature, The University of Michigan. "The Music School and Radio—Indispensable Partners"

8:30 p.m.—Entertainment

UDAY SHANKAR HINDU DANCE COMPANY

Hill Auditorium

## WEDNESDAY, NOVEMBER 7, 1962

9:00 a.m.—General Session

PROGRAM RESOURCES

*Chairman:* E. G. Burrows

*Resource Persons:* Elizabeth Monschein, Writer-Producer, Music Programming, Wisconsin State Broadcasting Service, WHA

Harry B. Welliver, Music Director, Broadcasting Service—Radio, The University of Michigan, WUOM

10:20 a.m.—Coffee

10:30 a.m.—General Session Continues

11:30 a.m.—Informal Business Meeting

12:00 noon—Luncheon: Rooms 101-102, Michigan Union

*Host:* Garnet R. Garrison

*Speaker:* Abram Chasins, Music Director, WQXR, AM-FM, The Radio Stations of the New York Times, New York.

"Yes, but!"

## GENERAL INFORMATION

**PLACE OF MEETING**—Registration and general sessions at WUOM, fifth floor, University Administration Building.

**PARKING**—Parking space is most likely to be found in the municipal carport located just off the campus on Maynard Street, one block west of State Street and just south of Liberty Street, and in the parking lot on the corner of Jefferson and Thompson Streets, north of the Michigan Union.

**FEE**—The registration fee is \$9.00 which includes the luncheons and dinner.

**PRE-REGISTRATION**—To facilitate the preparation of materials and to insure your reservation, please use the enclosed pre-registration card. This card, accompanied by payment, should be mailed not later than Tuesday, October 30, 1962. Identification badges and meal tickets should be called for on arrival at the registration desk.

**HOUSING**—A limited number of rooms will be available on the campus at the Michigan Union. For reservations write directly to the Michigan Union, 530 South State Street. Room reservations may be canceled without obligation up to 4:00 P.M. of the day for which the reservation was made. However, unless cancellation is received by that time, the person for whom the room was reserved will be held responsible.

Other accommodations in the Ann Arbor area may be obtained by writing:

Arbor Motel, 8170 Jackson Road, Dexter  
Arbor Lodge Motel, 3245 Washtenaw  
Lamp Post Motel, 2424 East Stadium Boulevard  
Stage Stop Motel, 2443 Carpenter Road

Tower Hotel, 300 South Thayer  
University Motel, 1000 Broadway  
Weber's Holiday House Motel, 3745 Jackson Road  
Holiday Inn Motel, Jackson Road



# M.R.C. - East Region III fields

Region III Meeting  
 Province, Ind. 12/21-22/62

1. [illegible]
2. [illegible]
3. [illegible]
4. [illegible]
5. [illegible]
6. [illegible]
7. [illegible]
8. [illegible]
9. [illegible]
10. [illegible]
11. [illegible]
12. [illegible]
13. [illegible]
14. [illegible]
15. [illegible]
16. [illegible]
17. [illegible]
18. [illegible]
19. [illegible]
20. [illegible]
21. [illegible]
22. [illegible]
23. [illegible]
24. [illegible]
25. [illegible]
26. [illegible]
27. [illegible]
28. [illegible]
29. [illegible]
30. [illegible]
31. [illegible]
32. [illegible]
33. [illegible]
34. [illegible]
35. [illegible]
36. [illegible]
37. [illegible]
38. [illegible]
39. [illegible]
40. [illegible]
41. [illegible]
42. [illegible]
43. [illegible]
44. [illegible]
45. [illegible]
46. [illegible]
47. [illegible]
48. [illegible]
49. [illegible]
50. [illegible]
51. [illegible]
52. [illegible]
53. [illegible]
54. [illegible]
55. [illegible]
56. [illegible]
57. [illegible]
58. [illegible]
59. [illegible]
60. [illegible]
61. [illegible]
62. [illegible]
63. [illegible]
64. [illegible]
65. [illegible]
66. [illegible]
67. [illegible]
68. [illegible]
69. [illegible]
70. [illegible]
71. [illegible]
72. [illegible]
73. [illegible]
74. [illegible]
75. [illegible]
76. [illegible]
77. [illegible]
78. [illegible]
79. [illegible]
80. [illegible]
81. [illegible]
82. [illegible]
83. [illegible]
84. [illegible]
85. [illegible]
86. [illegible]
87. [illegible]
88. [illegible]
89. [illegible]
90. [illegible]
91. [illegible]
92. [illegible]
93. [illegible]
94. [illegible]
95. [illegible]
96. [illegible]
97. [illegible]
98. [illegible]
99. [illegible]
100. [illegible]

1. [illegible]
2. [illegible]
3. [illegible]
4. [illegible]
5. [illegible]
6. [illegible]
7. [illegible]
8. [illegible]
9. [illegible]
10. [illegible]
11. [illegible]
12. [illegible]
13. [illegible]
14. [illegible]
15. [illegible]
16. [illegible]
17. [illegible]
18. [illegible]
19. [illegible]
20. [illegible]
21. [illegible]
22. [illegible]
23. [illegible]
24. [illegible]
25. [illegible]
26. [illegible]
27. [illegible]
28. [illegible]
29. [illegible]
30. [illegible]
31. [illegible]
32. [illegible]
33. [illegible]
34. [illegible]
35. [illegible]
36. [illegible]
37. [illegible]
38. [illegible]
39. [illegible]
40. [illegible]
41. [illegible]
42. [illegible]
43. [illegible]
44. [illegible]
45. [illegible]
46. [illegible]
47. [illegible]
48. [illegible]
49. [illegible]
50. [illegible]
51. [illegible]
52. [illegible]
53. [illegible]
54. [illegible]
55. [illegible]
56. [illegible]
57. [illegible]
58. [illegible]
59. [illegible]
60. [illegible]
61. [illegible]
62. [illegible]
63. [illegible]
64. [illegible]
65. [illegible]
66. [illegible]
67. [illegible]
68. [illegible]
69. [illegible]
70. [illegible]
71. [illegible]
72. [illegible]
73. [illegible]
74. [illegible]
75. [illegible]
76. [illegible]
77. [illegible]
78. [illegible]
79. [illegible]
80. [illegible]
81. [illegible]
82. [illegible]
83. [illegible]
84. [illegible]
85. [illegible]
86. [illegible]
87. [illegible]
88. [illegible]
89. [illegible]
90. [illegible]
91. [illegible]
92. [illegible]
93. [illegible]
94. [illegible]
95. [illegible]
96. [illegible]
97. [illegible]
98. [illegible]
99. [illegible]
100. [illegible]

*Impressed & pleased*

PROGRAM FOR NAEB, REGION III

Ball State Teachers College  
Muncie, Indiana  
March 20, and 30

RECEIVED  
NAEB HEADQUARTERS

MAIL STREET

APR 10 11 12 13 14 15  
7 8 9 10 11 12 13 14 15

- March 29 12:00(?) General Session-Luncheon  
Chairman, James Miles, Director  
Radio-TV Unit, Purdue  
Speaker, Richard Hull, Director  
Telecommunications Center,  
Ohio State University  
Keynote-Radio and ETV, Vital Tools for  
Education
- March 29 2:15- 3:15 Seminar A Audience Research  
Chairman, Warren F. Seibert, TV Program  
Research Consultant, Purdue  
Paper: Broadcasting Research on  
Station Effectiveness, Bruce H.  
Westley, School of Journalism,  
U. of Wisconsin  
Paper: Implications of FCC Regulations  
on Analysis of Community Needs and  
Resources, Walter B. Emery,  
Radio-TV Dept., Michigan State U.
- 2:15- 3:15 Seminar B Broadcast Engineering  
Chairman, Rob Beldon, Chief Engineer,  
WILL\*AM\*FM\*TV, U. of Illinois  
Paper: FM Multiplex, Rob Beldon  
Paper: Broadcast Quality Control. Fred M.  
Remley, Technical Director, U. of  
Michigan Broadcasting Service
- March 29 3:40- 4:45 Seminar C Radio & Television Instruction  
Chairman, William Ewing, Telecommunications  
Center, Ohio State U.  
Paper: Role of Television in Director  
Instruction-A Case Study, Mrs. Bonnie  
Gilliom, Columbus, Ohio Public Schools  
Paper: Role of Radio in Direct Instruction-  
A Case Study, Lee Dreyfus, Wayne State  
University
- 3:40- 4:45 Seminar D Programming  
Chairman, E.G. Burrows, Manager WUOM, University  
of Michigan  
Paper: Music Programming on Educational Stations,  
Harry Welliver, Music Director, WUOM  
Paper: New Challenges in Programming, Stephen  
C. Hathaway, Miami University
- 6:00 General Session Banquet, etc.  
Chairman, William Tomlinson, Ball State Teachers  
College

Entertainment provided by Ball State Music  
Department--Excerpts from "Klss Me Kate"

General Session (following banquet) 8:30(?)

Chairman, Harold E. Hill, NAEB

Speaker: Richard Hull, Report on North Central  
Association Broadcasting Activities

Speaker: James Miles, Report on MPATI

Speaker: CIC TV Project, S. Salwak

Speaker: Frank Schooley, CIC Live Radio Network

Speaker: Harold Hill, NAEB Headquarters Report

Speaker: Robert Underwood, NAEB Network

March 30 Seminar E Programming Resources of Educational Stations

9:00-10:00

Chairman, John B. Buckstaff, University of Chicago

Paper: Elizabeth Turnell, WGRE, DePaul

Programming Resources Small Community

Paper: Donald P. Anderson, Illinois Institute of  
Technology, Programming as a Non-Station  
Operator in Large City

9:00-10:00 Seminar F Engineering

Chairman, John Browne, WTVS, Detroit, Michigan

Paper: Ray Wood, Delta College, Michigan

$1\frac{1}{2}$ " Image Orthicon Camera in ETV

Paper: John Browne, New Developments in  
Videotape Recording

March 30 10:00-10:20 Coffee Hour-Terrace Lounge

March 30 Seminar G School Broadcasting

10:30-11:30

Chairman, Robert Boston, WFBE, Flint,

Michigan Public Schools

Paper: Planning a School Station,  
John W. Finster, WETL, South Bend  
Public Schools

Paper: Utilization of In-school Programming  
James L. Mead, WOAK, Royal Oak,  
Michigan Public Schools

10:30-11:30 Seminar H Student Training

Chairman, Leo Martin, Radio-TV Dept.

Michigan State University

Paper: Student Training Below University Level  
Donald W. Ickes, New Trier Township  
Highschool, Winnetka, Illinois

Paper: Student Training at University Level  
Richard O. Forsythe, WBAA, Purdue  
University

12:00 General Session Luncheon

Chairman, Larry Frymire, WKAR, Michigan  
State University

Speaker: Father Hugh Beahan, Diocesan  
Director, Radio-TV, Grand Rapids,  
Michigan

"The Long Road Toward Station  
Development-or the FCC and Me"



1:30           Tours--Ball State Radio-TV Facilities  
2:00           Address: Mr. Henry Loomis, Director of Broadcasting  
                  Services, U.S. Information Agency  
Adjourn

---

March 14, 1962

Dear Friends:

Now that you have been able to read through the program planned for the NAEB, Region III Conference, I'm sure that you will agree that the Program Planning Committee has done a splendid job! The program has variety and depth. There should be enough subjects to satisfy anyone interested in Educational Broadcasting.

Please let us know your housing needs right now. Prices are indicated below.

And remember, your registration fee of \$8.00 includes a luncheon and dinner on March 29, and a luncheon on March 30.

Cordially,

Bill Tomlinson

-----  
Address your reply to:

Conference Office  
Ball State Teachers College  
Muncie, Indiana

Enclosed find \$\_\_\_\_\_ for \_\_\_\_\_ reservations for the Region III NAEB Conference to be held at Ball State March 29 and 30, 1962.

Also, please reserve the following: (Indicate 1st, 2nd, and 3rd choice.)

Choice Number

_____	Student Center	\$10.00/room - "two-to-a-room"
_____	Hotel Van-Orman Roberts	single \$5-\$8   double \$10-\$12
_____	Kitselman Conference Center	\$3.75

Please do not include housing charges with reservation. Reservation charge \$8.00. Make checks payable to NAEB Region III Conference.

Name \_\_\_\_\_

(Confirmation will be  
returned to you.)

Address \_\_\_\_\_



Region III

February 21, 1962

Memorandum to: William G. Harley

From: Vernon Bronson

Subject: Discussion with selected persons at Region <sup>III</sup> ~~VI~~ meeting  
on Use of Satellites for Educational Communications.

1. The attached notes are culled from most of the latest papers on this subject. They point out possible techniques, some problems in standards and time differences, economic problems, various kinds of satellites and of orbits, international problems, and up-coming projects.

2. We would like some ideas or suggestions on the following:

- (a) Is the use of satellites for trans-continental or inter-continental educational communications feasible?
- (b) What possible uses? Cheap net-working? General direct broadcast? Inter-institutional data transmission on an international basis? Sharing of complicated technology such as multiple use of sophisticated computer systems? Other?
- (c) Should specific frequencies be reserved for education?
- (d) If so, what areas of the spectrum and how many?
- (e) What is best domestic agency to control space communications as far as education is concerned? NASA? FCC? Joint international? Other?
- (f) What demand should education make for representation in forth-coming conferences and negotiations for allocations of frequencies for satellites?
- (g) Will reservations or allocations made now set the pattern for the next three decades, or will multiple use of single frequencies techniques and optical masers make presently contemplated use of frequencies obsolete?

Please ask specific persons to react in writing by March 1-51

Res. form sent on 1/22/59 (also for HGS)

# ANNOUNCING



THE NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

REGIONAL III CONFERENCE

The Kellogg Center for Continuing Education  
Michigan State University  
East Lansing, Michigan

FEBRUARY 19-20, 1959

Here is the News in Brief on This Year's Meeting.

HEADQUARTERS for the Conference will be the comfortable Kellogg Center located on the campus near the intersection of Michigan Avenue (M-43) and Harrison Road. Overnight accommodations as well as meals and meeting rooms are provided in The Kellogg Center.

REGISTRATION will be held from 9:30 a.m. to mid-afternoon on Thursday, February 19th at the Conference Registration Desk in The Kellogg Center Lobby. If you plan to attend, please fill out carefully and return the enclosed reservation form at your earliest convenience.

COSTS for the Conference are:

Registration fee (moderate and will be determined at a later date)	
Banquet Thursday, February 19 . . . . .	\$2.80
Luncheon Friday, February 20 . . . . .	1.70
Housing for a twin-bed room per person per night . . . . .	4.25
Each room is completely air-conditioned and has circulating ice water, radio, bath and shower.	

RESERVATIONS for housing and meals may be made by completing the enclosed registration form and returning it to us at your earliest convenience. To be assured of a place, return the form even if meals only are desired. Reserved meal tickets are released for general conference sale fifteen minutes before serving time. Breakfasts are not included in conference costs, but will be served in The Kellogg Center.

File - Region III

# FIGURES COUNT!!



AND WE'RE COUNTING ON YOU FOR THE  
REGION III MEETING IN EAST LANSING  
FEBRUARY 19 - 20, 1959

The Kellogg Center for Continuing Education  
Michigan State University  
East Lansing, Michigan

## FINAL PROGRAM ENCLOSED

IF YOU HAVEN'T REGISTERED YET, FILL OUT THE  
FORM BELOW AND SEND IT IN TODAY!!!!

Bring several members from your staff -- pile a group  
into a car and "Y'all come" -- There's something in  
the program for all of you and you won't want to miss  
it!!!!

REGISTRATION will begin at 9:30 a.m. on the 19th and  
continue through the afternoon at the Conference  
Registration Desk in the Kellogg Center Lobby.

COFFEE HOUR - in the Centennial Room at 10:30

BANQUET - Thursday night - LUNCHEON - Friday noon

### COSTS for the Conference are:

Registration fee..... \$3.50  
Banquet Thursday, February 19..... 2.80  
Luncheon Friday, February 20..... 1.70  
Housing for a twin-bed room per person per night..... 4.25

Each room is completely air-conditioned and has circulating  
ice water, radio, bath and shower.

RESERVATIONS for housing and meals may be made by completing the attached pre-  
registration form and returning it to us at your earliest convenience. We will be  
looking forward to receiving your reservations soon. (2-13-59)

PLEASE RETURN THIS FINAL PRE-REGISTRATION FORM IF YOU PLAN TO ATTEND THE  
CONFERENCE.

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS  
FEBRUARY 19-20, 1959

RETURN TO: National Association of Educational Broadcasters  
Continuing Education Service  
Michigan State University  
East Lansing, Michigan

Banq 19th	Lun 20th	Room Nights of	Time & Date Arr.	Dept.
--------------	-------------	-------------------	---------------------	-------

NAME  
ADDRESS

NAEB REGION III MEETING  
KELLOGG CENTER  
MICHIGAN STATE UNIVERSITY  
EAST LANSING, MICHIGAN  
February 19 - 20, 1959

Thursday, February 19

9:30 a.m. Registration  
10:30 - 11:30 a.m. Coffee  
1:30 p.m. Business Meeting. Address by Ned Rosenheim, University  
of Chicago  
2:30 p.m. Group meetings - Red group, Radio Team  
Blue group, TV Team  
Green group, NAEB Team  
4:00 p.m. Tours - WKAR, WMSB-TV, MSU closed-circuit facilities  
6:00 p.m. Banquet - Address by Stanley Andrews, Director  
National Project Agricultural Communications  
"Radio - A Marvel or Monster"  
7:30 p.m. Group meetings - Red group, NAEB Team  
Blue group, Radio Team  
Green group, TV Team  
9:00 p.m. Special Problems Clinic  
Consultation available in the following areas: Research,  
Engineering, Educational TV, University Radio, School Radio,  
Tape Network, NAEB, and Professional Advancement

Friday, February 20

7:20 a.m. Group meetings - Red group, TV Team  
Blue group, NAEB Team  
Green group, Radio Team  
11:00 a.m. Business meeting and Region III Committee Reports  
12:00 Noon Region III Luncheon - Address by Paul Miller, Vice President  
for Off-Campus Education, Michigan  
State University  
1:30 - 2:00 p.m. Extraordinary Session - Discussion of Microwave TV Systems  
by Russell Ide, Sarkes-Tarzian Co.  
2:00 - 2:30 p.m. Projection TV - Stan Akers, President, GiantView Corporation,  
Detroit  
2:30 - 3:00 p.m. Videotape in the Future of ETV - Robert Day, Director of  
Sales Promotion,  
Ampex Corporation  
3:00 - 3:50 p.m. Demonstration and discussion of Stereo - Jack Allen,  
KLA Laboratories,  
Detroit  
3:50 - 4:00 p.m. Microwave as Applied to ETV - Robert Landry, Michigan Bell  
Telephone Company, Detroit  
4:00 - 4:30 p.m. Multiplexing in Educational Radio - Paul Rickard, Wayne  
State University  
4:30 p.m. Adjourn

LF/rs  
February 13, 1959



Region III Conf



10 days - 9 days - 8 days - - - - - NAEB Conference

It is count-down time for

THE NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

REGION III CONFERENCE

FEBRUARY 19-20, 1959

The Kellogg Center for Continuing Education  
Michigan State University  
East Lansing, Michigan

We will let your interest be your guidance mechanism to attend  
what is predicted to be the best Region III Conference yet.

Points of interest after you have been remoted to a safe landing.

HEADQUARTERS for the Conference will be the comfortable Kellogg Center with its  
meeting rooms, dining facilities and outstanding sleeping accommodations. Meetings  
will also be held in the Union Building.

REGISTRATION will begin at 9:30 a.m. on the 19th and continue through the afternoon  
at the Conference Registration Desk in the Kellogg Center Lobby. A coffee hour  
will take place in the Centennial Room at 10:30 a.m.

COSTS for the Conference are:

Registration fee	\$3.50
Banquet Thursday, February 19	2.80
Luncheon Friday, February 20	1.70
Housing for a twin-bed room per person per night	4.25
Each room is completely air-conditioned and has circulating ice water, radio, bath and shower.	

RESERVATIONS for housing and meals may be made by completing the attached pre-  
registration form and returning it to us at your earliest convenience. We will be  
looking forward to receiving your reservations soon.

-----  
PLEASE RETURN THIS FINAL PRE-REGISTRATION FORM IF YOU PLAN TO ATTEND THE CONFERENCE.

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

February 19-20, 1959

RETURN TO: NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS  
Continuing Education Service  
Michigan State University  
East Lansing, Michigan

NAME	Banq	Lun	Room	Time and Date	
	19th	20th	Nights of	Arriv.	Depart.
-----					
ADDRESS -----					



January 20, 1959

F. G. Macomber, Provost, Miami University, Oxford, Ohio  
James Robertson, Educational Television and Radio Center,  
2320 Washtenaw Ave., Ann Arbor, Michigan  
Richard E. Hull, Director of Broadcasting, Ohio State University,  
Columbus 10, Ohio  
Armand L. Hunter, Director of Broadcasting, Michigan State University,  
East Lansing, Michigan

Gentlemen:

This may come as something of a surprise, but we have been named as a team to participate in three sessions at the Region III, NAEB meeting in East Lansing, on February 19 and 20. More information on the meeting will be forthcoming.

It is planned to divide the attendees into three groups, each with a continuing chairman. These groups will meet for three separate, hour and a half, sessions. There are three teams that will rotate, session by session, from one group to the other. The teams are to treat the following topics, roughly described: 1. The role of Radio's future in education. 2. The role of TV's future in education. 3. The role of NAEB's future in education. Before each group, the team will present a half hour summary of its topic, followed by an hour discussion under the leadership of the continuing chairman.

Do I make myself clear? Not very, I'm afraid.

Anyway, Macomber, Robertson, Hull, Hunter, and Rider are a team to treat ETV. It involves appearing at three separate sessions.

I know that the senior members would do better, but I am willing to speak the speech, unless someone else volunteers. However, I am certain that I would need your suggestions as to what material to cover. Hence, would you please advise me on what you think should be covered?

This is a hasty note just prior to my departure on a short fishing trip to Florida. I hope to have some advice from you on my return, and I will advise further at that time, and as I get more information from J. Miles.

Warmest regards,

Richard L. Rider

RECEIVED  
NAEB HEADQUARTERS  
JAN 22 1959

RLR:cmt

CC : H. J. Skornia /  
James S. Miles  
Wm. J. Harley

7:8:9:10:11:12:1:2:3:4:5:6  
P.M.

January 20, 1959

Garnet Garrison, Director of Broadcasting, University of Michigan  
Ann Arbor, Michigan  
Umberto Neely, Manager, WCET-TV, 1243 Elm Street,  
Cincinnati, Ohio  
Paul Taff, Manager, WMVS-TV, 1015 N. Sixth Street,  
Milwaukee, Wisconsin  
John Glade, WBAA, Purdue University, Lafayette, Ind.

Gentlemen:

As you noticed in Jim Miles' memo, with or without your consent, you have been named to a committee to explore the possibilities of a regional, interconnected, television network. There is an engineering committee designated to explore the technical problems and the costs.

Hence, I take it that our job is primarily one of the program possibilities, and liabilities, of such an arrangement.

I am hopeful that we can follow Jim's suggestion and meet at the Kellogg Center, East Lansing, at 9:30 A.M. on February 19. If you can attend the Region III meeting it will provide an excellent opportunity to have a committee meeting. In any case, I will leave word with the conference registration desk and as many members as are present will meet.

In the meanwhile, I should appreciate any and all suggestions, ideas, thought, etc. on the subject. My own thinking at the moment can be phrased in the form of four questions.

1. What kinds of programming would fit an interconnected ETV network in our geographical region?
2. What conflicts in scheduling times, etc. would arise?
3. What would an interconnected network afford that could not be achieved by a systematic exchange of tape recorded programs?
4. Should the NAEB attempt to stimulate a regional organization for the exchange of TV material, either by interconnected network or tape/kine exchange?

Please feel free, in fact even feel compelled, to write me your ideas. At the very least, think about the problem and bring your thoughts with you to East Lansing on the 19th of February.

Warmest regards,

Richard L. Rider

RECEIVED  
NAEB HEADQUARTERS

JAN 22 1959

RLR:cm

CC: H. J. Skornia  
Walter Emory  
Larry Frymire  
James S. Miles  
Wm. G. Harley

7/8/9/10/11/12/1/2/3/4/5/6

File.  
↓

REGION III CONFERENCE

NATIONAL ASSOCIATION  
OF  
EDUCATIONAL BROADCASTERS

Thursday and Friday  
February 19 and 20, 1959

The Kellogg Center for Continuing Education  
Michigan State University  
East Lansing, Michigan

Thursday, February 19

All Sessions Kellogg Center

- 9:30 Registration - Conference Desk  
Continues until 2:30 p.m.
- 10:30 Coffee Hour - Centennial Room Kellogg  
Continues until 11:30 a.m.
- 1:30 Business Meeting - Lincoln A Kellogg  
Jim Miles, Director, Region III
- 2:00 Address - Lincoln A Kellogg  
Ned Rosenheim, University of Chicago
- 2:30 Group Meetings  
Red Group - Lincoln B-1 Kellogg  
Radio Team - Lee Dreyfuss, Wayne State  
University  
  
Blue Group - Lincoln B-2 Kellogg  
Television Team - Art Weld, Michigan  
State University  
  
Green Group - 101 Kellogg  
NAEB Team - Harry Lamb, Toledo Public  
Schools
- 4:00 Tours  
WKAR (Radio) - Assemble Lincoln B-1 Kellogg  
  
WMSB (Television - Assemble Lincoln B-2  
Kellogg  
  
Closed Circuit - Assemble 101 Kellogg  
Continue until 5:00 p.m.



6:00 Banquet - Centennial Room Kellogg  
Armand Hunter  
Welcome: James Denison, Michigan State  
University, Assistant to the President  
"Radio - A Marvel or a Monster" -  
Stanley Andrews, Director, National Project  
in Agricultural Communications

7:30 Group Meetings  
Red Group - Lincoln B-1 Kellogg  
NAEB Team - Lee Dreyfuss, Wayne State  
University

Blue Group - Lincoln B-2 Kellogg  
Radio Team - Art Weld, Michigan State  
University

Green Group - 101 Kellogg Center  
Television Team - Harry Lamb,  
Toledo Public Schools

9:00 Special Problems Clinic, - 108 Kellogg  
Bob Coleman, Treasurer, NAEB

1. Educational Television - Ray Stanley,  
University of Wisconsin
2. FCC Relations - Walter Emery, Michigan  
State University
3. NAEB - Harold Hill, NAEB
4. Professional Advancement - Harry Lamb,  
Toledo Public Schools
5. Research - Irving Merrill, Michigan  
State University
6. School Radio Stations - McCabe Day,  
Huntington Public Schools
7. Tape Network - Bob Underwood, NAEB
8. University Radio Stations - Ed Burrows,  
University of Michigan

Friday, February 20

All Sessions Union Building

9:00 Group Meetings

Red Group - 31 Union

Television Team - Lee Dreyfuss, Wayne State  
University

Blue Group - 32 Union

NAEB Team - Art Weld, Michigan State  
University

Green Group - 33 Union

Radio Team - Harry Lamb, Toledo Public  
Schools

11:00 Business Meeting - 31 Union

Jim Miles, Director, Region III

Report - Region III Radio Committee

Report - Region III Television Committee

Report - Region III Engineering Committee

Report - 1959 National Convention Plans -  
Kay Lardee, Detroit Public Schools

12:00 Region III Luncheon - 21 Union

Bill Harley, President, NAEB

"The Useful Plight of Universities"

Paul Miller, Vice President for Off-Campus  
Education, Michigan State University

1:20 Extraordinary Session - 34 & 35 Union

Franklin Bouwsma, Executive Secretary,  
Detroit ETV Foundation

- 1:30 Discussion of Micro-Wave Television Systems  
Russell Ide, Sarkes-Tarzian, Bloomington,  
Indiana
- 2:00 Projection Television -- Stan Akers, Presi-  
dent, Giant View Corporation, Detroit
- 2:30 Video-Tape in the Future of ETV -- Robert Day,  
Director of Sales Promotion, Ampex Corpo-  
ration
- 3:00 Demonstration and Discussion of Stereo --  
Jack Allen, KLA Laboratories, Detroit
- 3:50 Problems of Micro-Wave as Applied to ETV --  
Robert Landry, Michigan Bell Telephone  
Company, Detroit
- 4:00 Multiplexing in Educational Radio --  
Paul Rikard, Director of Broadcasting,  
Wayne State University
- 4:30 Adjourn

## ACKNOWLEDGEMENTS

### GROUP MEETING TEAMS:

#### Radio

Burrows, E. G., University of Michigan  
Day, McCabe, Huntington Public Schools  
McKown, Vernon, New Albany Public Schools  
McCarty, H. B., University of Wisconsin, Ch.

#### Television

Hull, Richard, Ohio State University  
Hunter, Armand, Michigan State University  
Macomber, F. G., Miami University, Ohio  
Robertson, James, ETRC  
Rider, Dick, University of Illinois, Ch.

#### NAEB

Hill, Harold, NAEB  
Schooley, Frank, University of Illinois  
Skornia, Harry, NAEB  
Harley, Bill, University of Wisconsin, Ch.

### CONFERENCE PLANNING COMMITTEE:

Bouwsma, Frank, Detroit ETV Foundation  
Frymire, Larry, Michigan State University  
Rider, Dick, University of Illinois  
Harley, Bill, President, NAEB, Ex Officio  
Skornia, Harry, Executive Director, NAEB,  
Ex Officio  
Miles, Jim, Purdue University, Ch.

### LOCAL ARRANGEMENTS COMMITTEE:

Frymire, Larry, Michigan State University,  
Co-Chairman  
Merrill, Irving, Michigan State University,  
Co-Chairman  
Matteson, James, Michigan State University,  
Conference Coordinator



# NOTES

192 Maplewood Dr. (Mem/)

Edgewood

Edgewood 2-1511  
Ext 3541

Coleman  
off.

Send Bob Coleman  
500 stamped Env.

~~Send Harold Engle~~  
~~Ext.~~  
~~membership card~~

Robert Arnott Bob to  
bill  
Birmingham, Much Bob to

Norma Del Einbecker  
Roosevelt U. - did  
we get their check

Wosu - type quality  
also got one that  
had double intelligence  
on it.

check on conf. dates  
that might conflict  
w/our Bill Elliott  
meetings



3/18-20/58

Permanent Finance Com  
La Salle

Get the Ill. Center

Send Rosenheim an  
expense voucher

Fry more to do  
Region III report  
for NL.

Grand River



NAEB REGION III MEETING  
KELLOGG CENTER  
MICHIGAN STATE UNIVERSITY  
EAST LANSING, MICHIGAN  
February 19 - 20, 1959

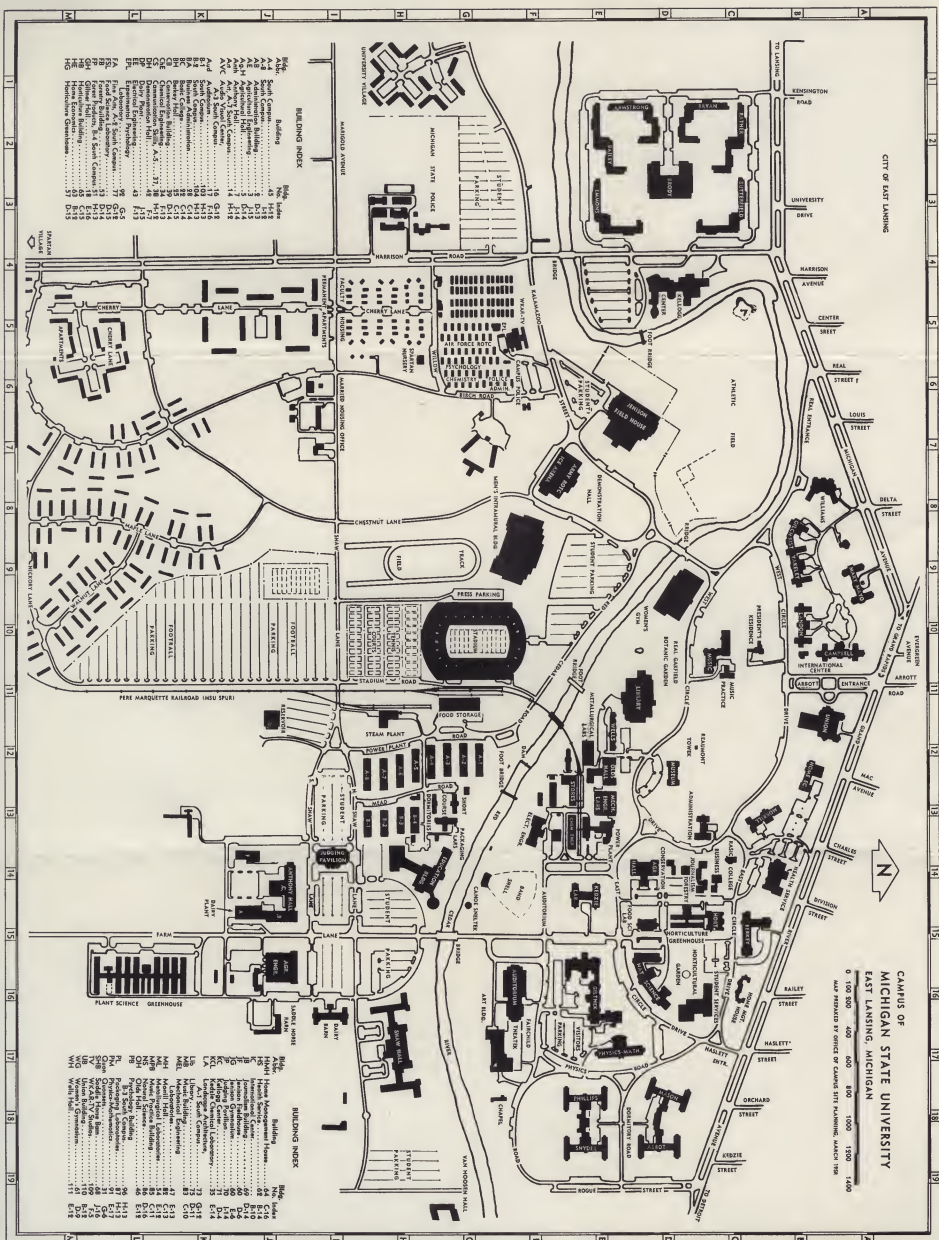
Thursday, February 19

9:30 a.m. Registration  
10:30 - 11:30 a.m. Coffee  
1:30 p.m. Business Meeting. Address by Ned Rosenheim, University  
of Chicago  
2:30 p.m. Group meetings - Red group, Radio Team  
Blue group, TV Team  
Green group, NAEB Team  
4:00 p.m. Tours - WKAR, WMSB-TV, MSU closed-circuit facilities  
6:00 p.m. Banquet - Address by Stanley Andrews, Director  
National Project Agricultural Communications  
"Radio - A Marvel or Monster"  
7:30 p.m. Group meetings - Red group, NAEB Team  
Blue group, Radio Team  
Green group, TV Team  
9:00 p.m. Special Problems Clinic  
Consultation available in the following areas: Research,  
Engineering, Educational TV, University Radio, School Radio,  
Tape Network, NAEB, and Professional Advancement

Friday, February 20

7:20 a.m. Group meetings - Red group, TV Team  
Blue group, NAEB Team  
Green group, Radio Team  
11:00 a.m. Business meeting and Region III Committee Reports  
12:00 Noon Region III Luncheon - Address by Paul Miller, Vice President  
for Off-Campus Education, Michigan  
State University  
1:30 - 2:00 p.m. Extraordinary Session - Discussion of Microwave TV Systems  
by Russell Ide, Sarkes-Tarzian Co.  
2:00 - 2:30 p.m. Projection TV - Stan Akers, President, GiantView Corporation,  
Detroit  
2:30 - 3:00 p.m. Videotape in the Future of ETV - Robert Day, Director of  
Sales Promotion,  
Ampex Corporation  
3:00 - 3:50 p.m. Demonstration and discussion of Stereo - Jack Allen,  
KLA Laboratories,  
Detroit  
3:50 - 4:00 p.m. Microwave as Applied to ETV - Robert Landry, Michigan Bell  
Telephone Company, Detroit  
4:00 - 4:30 p.m. Multiplexing in Educational Radio - Paul Rickard, Wayne  
State University  
4:30 p.m. Adjourn

LF/rs  
February 13, 1959



# WTTW

"WINDOW TO THE WORLD"

# Channel 11

## CHICAGO EDUCATIONAL TELEVISION ASSOCIATION

OFFICES AND STUDIOS • 1761 EAST MUSEUM DRIVE • CHICAGO 37, ILLINOIS • MUSEUM 4-3800

JOHN W. TAYLOR  
EXECUTIVE DIRECTOR

### OFFICERS

EDWARD L. RYERSON  
PRESIDENT

KENT CHANDLER  
VICE PRESIDENT

LENIX R. LOHR  
VICE PRESIDENT

RENSLOW P. SHERER  
VICE PRESIDENT

LESTER ARMOUR  
TREASURER

ROBERT L. FOOTE  
SECRETARY

### TRUSTEES

CUSHMAN B. BISSELL

MRS. WILLIAM J. BOWE

KENT CHANDLER

JAMES D. CUNNINGHAM

ALBERT D. FARWELL

EVERETT D. GRAFF

FRED G. GURLEY

IRVING B. HARRIS

CLAY JUDSON

MEYER KESTENBAUM

EUGENE W. KETTERING

WILLIAM A. LEE

MRS. GLEN A. LLOYD

LENIX R. LOHR

ERIC OLDBERG

GUY E. REED

JOHN T. RETTALIATA

EDWARD L. RYERSON

RENSLOW P. SHERER

LAWRENCE SIZER

GARDNER H. STERN

MRS. J. HARRIS WARD

BENJAMIN C. WILLIS

ROBERT E. WILSON

### MEMBERS

Art Institute of Chicago  
Chicago Board of Education  
Chicago Historical Society  
Chicago Medical School  
Chicago Natural History Museum  
Chicago Public Library  
Chicago Zoological Society  
College of Jewish Studies  
College of St. Francis  
DePaul University  
Elmhurst College  
Forest Preserve District of Cook County  
George Williams College  
Illinois Institute of Technology  
Indiana University  
John Crerar Library  
Lake Forest College  
Library of International Relations  
Loyola University  
Mundelein College  
Museum of Science and Industry  
National College of Education  
Newberry Library  
Northern Illinois State College  
Northwestern University  
Orchestral Association  
Purdue University Calumet Center  
Roosevelt University  
Rosary College  
Saint Xavier College  
University of Chicago  
University of Illinois

February 18, 1959

Mr. Harry Skornia  
NAEB  
Regional Meeting  
Kellogg Center  
Michigan State University  
East Lansing, Michigan

Dear Harry:

Just a note to say I'm sorry I won't be able to be with you for the meetings. Best regards from all of us here to those who can make it. I do hope you'll drop by to see us next time you're through Chicago.

Sincerely,

*Chalmers Marquis*  
Chalmers Marquis  
Director of Programming

CM:pa



TO: MR. DICK RIDER  
MR. HARRY LAMB  
MR. ART WELD  
MR. LEE DREYFUS  
MR. H. B. McCARTY  
MR. WALTER EMERY  
MR. HAROLD HILL  
MR. HARRY SKORNIA  
✓ MR. BILL HARLEY  
MR. LARRY FRYMIRE  
MR. IRVING MERRILL  
MR. ARMAND HUNTER

FROM: JAMES S. MILES  
DIRECTOR  
REGION III

FEBRUARY 23, 1959

GENTLEMEN:

I USE THIS FORM TO THANK EACH OF YOU INDIVIDUALLY FOR YOUR TREMENDOUS CONTRIBUTION TO THE SUCCESS OF THE REGION III CONFERENCE. MY PERSONAL OBSERVATION, PLUS THE REPORTS I RECEIVED, INDICATE THAT IT DID SERVE ITS PURPOSE. I AM CERTAIN THAT THOSE CHARGED WITH PLANNING THE NEXT CONFERENCE WILL WANT TO MAKE SOME CHANGES, BUT BASICALLY THIS PLAN SERVED US WELL.

IT SERVED US WELL BECAUSE OF THE COOPERATION OF EACH OF YOU. BUT THEN NAEB IS BUILT ON COOPERATION, THUS THIS WAS EXACTLY WHAT WAS ANTICIPATED WHEN IT WAS PLANNED.

I TRUST NOW THAT EACH OF YOU WILL JOIN ME IN KEEPING AN EVER WATCHFUL EYE ON ALL DEVELOPMENTS IN ORDER THAT THE AFFAIRS OF REGION III MAY PROGRESS IN AN ORDERLY MANNER DURING THE BALANCE OF THE YEAR.

THANKS AGAIN.

SINCERELY,



JSM:vml

*It's going to be a good year for NAEB*

JANUARY 29, 1959

MR. LARRY FRYMIRE  
STATION WKAR  
MICHIGAN STATE UNIVERSITY  
EAST LANSING, MICHIGAN

DEAR LARRY:

THANK YOU FOR THE REPORT ON ACTIVITIES AT MICHIGAN STATE. I AM SORRY THAT SABINE WILL NOT BE AVAILABLE. MY REACTION TO THE HUNTER SUGGESTION IS POSITIVE. I SAY THIS FOR TWO REASONS. FIRST ARMAN MAKES A GOOD SPEECH AND HAS A GOOD STORY TO TELL AND SECOND I KNOW OF NO OTHER IMMEDIATELY AVAILABLE SUBSTITUTE. I DO NOT BELIEVE THAT HIS TOPIC WOULD BE EXACTLY THE ONE WE TALKED ABOUT, BUT I AM NOT CERTAIN THAT THIS IS 100 PER CENT VITAL.

I AM SENDING CARBONS OF THIS LETTER TO BILL HARVEY AND HARRY SKORNIA. IF THEY HAVE ANY REACTIONS, I TAKE IT THEY WILL LET BOTH OF US KNOW AT ONCE. OTHERWISE IF YOU DON'T HEAR ON THIS WITHIN A WEEK, LET'S FIRM UP HUNTER.

IF THE CENTER WON'T HOUSE OUR THREE RING CIRCUS ON FRIDAY, I SUGGEST THAT ALL THE MEETINGS, FOR THE MORNING AT LEAST AND POSSIBLY FOR THE ENTIRE DAY, BE MOVED TO THE UNION TO PREVENT UNNECESSARY TRIPS BETWEEN THE TWO BUILDINGS.

I HAVE HAD A TURN DOWN FROM GEORGE JOHNSON REGARDING THE EXPERT SESSION. I HAVE NO SUBSTITUTE FOR HIM. DO YOU THINK THAT IRV MERRILL COULD HANDLE THIS OR IS HE ALREADY INVOLVED? IF YOU THINK HE CAN, WOULD YOU APPROACH HIM ON IT AND LET ME KNOW AT ONCE.

HARRY LAMB SENT HIS ADVANCE REGISTRATION TO ME, HENCE I AM SENDING IT ALONG. IN ADDITION WILL YOU MAKE TENTATIVE RESERVATIONS FOR THREE PURDUE PEOPLE FOR WEDNESDAY NIGHT, THE 18TH LATE ARRIVAL, AND SIX PEOPLE FOR THURSDAY, THE 19TH. I'LL FILL YOU IN ON THE NAMES WITHIN THE NEXT WEEK.

SINCERELY,



JAMES S. MILES  
DIRECTOR  
WBAA RADIO - TV UNIT

JSM:vml  
ENCLOSURE  
CC: MR. BILL HARVEY ✓  
MR. HARRY SKORNIA

*Hi Bill*  
*new secretary - ka!*  
*Jan*

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

OFFICE OF THE REGIONAL DIRECTOR



NAEB

JANUARY 22, 1959

MR. WILLIAM G. HARLEY  
STATION WHA-TV  
UNIVERSITY OF WISCONSIN  
MADISON, WISCONSIN

DEAR BILL:

THANK YOU VERY MUCH FOR YOUR LETTER OF JANUARY 19TH AND  
THE ENCLOSURES.

REGARDING THE ENGINEERING COMMITTEE, WALTER EMERY HAS  
AGREED TO BE THE CHAIRMAN AND I HAVE HAD RESPONSE FROM  
ALL OF THE MEMBERS WITH THE EXCEPTION OF TAFF OF MILWAUKEE.  
A COUPLE OF CALLS FROM EMERY AND A CALL TO RALPH STEETLE  
HAVE SECURED THE SERVICES OF CY BRAUM. WALT PLANS, AT  
THIS MOMENT, TO CALL A MEETING FOR THE WEDNESDAY NIGHT  
PRECEDING THE EAST LANSING CONFERENCE.

I AM GOING OVER THOROUGHLY THE REGION IV PROPOSAL AND THEN  
WILL SEND IT ALONG TO WALT FOR DUPLICATION AND DISTRIBUTION  
TO HIS COMMITTEE.

I HAVE NOT HEARD FROM THE CHAIRMEN OF THE RADIO PROGRAM  
COMMITTEE NOR THE TV PROGRAM COMMITTEE. PERHAPS THESE FOLKS  
ARE WORKING DIRECTLY WITH THEIR COMMITTEE. I HOPE SO, BUT  
IN ORDER TO PROD THEM I'LL WRITE THEM TODAY.

THE EARLY PART OF LAST WEEK I WROTE TO JACK WHITE INVITING  
HIM AND ANY MEMBERS OF HIS STAFF TO ATTEND THE CONFERENCE.  
THUS I TAKE IT THAT IT IS A MATTER OF INTERNAL COMMUNICATION  
AT THE CENTER. I DON'T THINK THAT YOUR LETTER TO ROBERTSON  
WILL CONFUSE THINGS ANY.

I HAVE HEARD FROM MAURICE SEAY THAT HE CANNOT ATTEND BECAUSE  
OF PREVIOUS COMMITMENTS. I HAVE NOT HAD ANY RESPONSE FROM  
JIM ARMSEY OR BILL GRIFFITHS. I DID HEAR FROM ELMER SULZER  
REFUSING TO DO THE CHORE BECAUSE OF A PLANNED FLORIDA VACATION.  
HE SUGGESTED THAT GEORGE JOHNSON MIGHT REPRESENT HIM AND I  
PERSONALLY CAN THINK OF NO ONE BETTER QUALIFIED TO ORGANIZE  
THAT EXPERT SESSION THAN JOHNSON, HENCE I AM WRITING HIM TODAY  
AND ASKING HIM TO DO SO.

I HAVE HAD CONFIRMATION FROM LEE DREYFUS SAYING THAT HE WILL  
BE A DISCUSSION LEADER. HE ALSO ASKS FOR ADDITIONAL INFORMATION.  
THIS IS SOMEWHAT ALONG THE LINES OF YOUR LETTER TO MCCARTY,  
HENCE I SUPPOSE I SHOULD PREPARE A MODUS OPERANDI SHEET FOR  
BOTH THE DISCUSSION LEADERS AND THE CONSULTANT TEAMS. I WILL  
TRY TO DO THAT TODAY TOO.

MR. WILLIAM G. HARLEY

JANUARY 22, 1959

I HAVE NOT HEARD FROM LARRY FRYMIRE, HENCE I DON'T KNOW ABOUT ADVANCE REGISTRATIONS, IF ANY. HOWEVER, I CONTINUE TO GET THE IMPRESSION THAT WE HAVE A GOOD WORKABLE PLAN AND THAT UNLESS THE WEATHER IS SOMEWHAT LIKE IT IS IN LAFAYETTE TODAY WE WILL HAVE A GOOD ATTENDANCE.

SINCERELY,

A handwritten signature in blue ink, appearing to read "J. Miles", with a long horizontal stroke extending to the left.

JAMES S. MILES  
DIRECTOR REGION III

JSM:cc

CC: LARRY FRYMIRE



FEBRUARY 19 - 20, 1959

REGISTRANTS

Arnot, Robert N.	Birmingham High School	Birmingham, Michigan
Ayers, David	WOSU Ohio State University	Columbus, Ohio
Barson, John	Detroit Public Schools	9345 Lawton Avenue Detroit 6, Michigan
Beldon, Rob R.	WILL University of Illinois	Urbana, Illinois
Berkman, Dave I.	Wayne State University	Detroit, Michigan
Black, Ronald	WTWS University of Detroit	Detroit, Michigan
Bluem, A. William	Ohio Wesleyan University	Delaware, Ohio
Boehm, Laszlo	Wayne State University	Detroit, Michigan
Boggioni, Al	WOSU Ohio State University	Columbus, Ohio
Boston, Robert C.	WFBE Flint Public Schools	Flint, Michigan
Buckstaff, John	Illinois Institute of Technology	3300 South Federal Chicago, Illinois
Chapin, Wells	General Electric Corporation	16247 Wyoming Detroit, Michigan
Clamage, Lawrence	Wayne State University	Detroit, Michigan
Cook, Dean C.	Detroit Public Schools	9345 Lawton Street Detroit 6, Michigan
Cross, Edna Mae	Detroit Public Schools	9345 Lawton Street Detroit 6, Michigan
Cusack, Mrs. Maryann	Wayne State University	9345 Lawton Street Detroit 6, Michigan
Daly, Mary	Detroit Public Schools	9345 Lawton Avenue Detroit 6, Michigan
Einbecker, Mrs. Norma	Roosevelt University	430 South Michigan Chicago 5, Illinois
Ellery, John B.	Wayne State University	Detroit 2, Michigan
Elrod, James	WGPE DePauw University	Greencastle 4, Indiana
Engel, Harold A.	WHA University of Wisconsin	Madison, Wisconsin
Erickson, Clifford G. & Mrs.	Chicago City Junior College	3400 North Austin Avenue Chicago 34, Illinois
Ewing, William	WOSU Ohio State University	Columbus, Ohio
Finster, John W.	WETL	620 West Washington South Bend, Indiana
Fleckenstein, June	WFBE Flint Public Schools	Oak Grove Campus Flint, Michigan
Garrison, Garnet	University of Michigan	310 Maynard Avenue Ann Arbor, Michigan
Glade, John H.	Purdue University	West Lafayette, Indiana
Gorsuch, Harold	WOSU Ohio State University	Columbus, Ohio
Hixson, Richard A. & Mrs.	School City of Highland Park	12541 Second Avenue Highland Park 3, Michigan
Hoppe, Henry F.	Cook County Superintendent of Schools	69 West Washington Chicago, Illinois
Jackson, Roger	Wayne State University	Detroit, Michigan
Keane, Leontine R.	Wayne State University	Detroit 2, Michigan
Kilmer, Susan	WFBE Flint Public Schools	Oak Grove Campus Flint, Michigan
Kuipers, Ray	Wayne State University	Detroit, Michigan
Lane, Georgiana	University of Detroit	Detroit, Michigan
Logan, J. Daniel	Wayne State University	Detroit, Michigan
Marrs, John D.	Board of Education	419 North Capitol Avenue Lansing 14, Michigan



REGISTRANTS (CONTINUED)

McKown, Vernon	WNAS	810 East Market Street New Albany, Indiana
McManus, Robert T.	University of Detroit	4001 West McNichols Street Detroit, Michigan
Moody, Carol O.	Detroit Public Schools	9345 Lawton Avenue Detroit 6, Michigan
Mullin, Marcia	WFEE Flint Public Schools	Flint, Michigan
Murphy, William, Jr.	University of Detroit WTWS	Detroit, Michigan
Olson, Thomas	Wayne State University	Detroit 2, Michigan
Platt, Earl H.	General Electric Company	Cleveland, Ohio
Regnell, John A.	WILL University of Illinois	Urbana, Illinois
Richter, Walter	Purdue University	West Lafayette, Indiana
Rider, John R.	WMMC MacMurray College	East State Street Jacksonville, Illinois
Ripley, Joseph	WSRV Southern Illinois University	Carbondale, Illinois
Ritterhoff, Robert	WGRE DePauw University	Greencastle, Indiana
Rizzo, Bridget	WDTR Detroit Public Schools	Detroit 6, Michigan
Rosenheim, Ned	University of Chicago	Chicago, Illinois
Rourke, John Adams	Flint Junior College	Flint 3, Michigan
Rucker, Juanita Jane	Chrysler High School	New Castle, Indiana
Rutowski, Henry J.	Wayne State University	Detroit, Michigan
Schlörff, Robert	Wayne State University	Detroit, Michigan
Schmidt, Karl F.	WHA University of Wisconsin	Madison, Wisconsin
Selbert, Warren F.	Purdue University	Lafayette, Indiana
Sheppard, Walter P.	Flint Junior College	Flint 3, Michigan
Stahl, Murray W.	University of Toledo	Toledo 6, Ohio
Stevenson, Dale K.	University of Detroit	4001 West McNichols Detroit, Michigan
Stone, Marion	Board of Education	419 North Capitol Avenue Lansing 14, Michigan
Sutherland, Alec	University of Chicago	Chicago 37, Illinois
Townsend, Ralph R.	WBAA Purdue University	West Lafayette, Indiana
Vogelman, Roy C.	WHA University of Wisconsin	Madison, Wisconsin
Wichers, Willard C.	Netherlands Information Services	Holland, Michigan
Wurtzsmith, Frank	Wayne State University	Detroit 2, Michigan
Young, John E.	Educational TV & Radio Center	Ann Arbor, Michigan

67

PROGRAM PERSONNELMSU

Andrews, Stanley  
Coleman, Bob  
Denison, James  
Hunter, Armand  
Merrill, Irving  
Miller, Paul  
Weld, Arthur

Off Campus

Allen, Jack  
Bouwma, Franklin

KLA Laboratories  
EPA Foundation

Detroit, Michigan  
12300 Radio Place  
Detroit 28, Michigan  
Ann Arbor, Michigan

Burrows, E. G.

WUOM University of Michigan

PROGRAM PERSONNEL (CONTINUED)Off Campus

Day, N. McCabe & Mrs.  
 Day, Robert  
 Dreyfus, Lee S.  
 Harley, William  
 Hill, Harold E.

Huntington Public Schools  
 Ampex Corporation  
 Wayne State University  
 WMA University of Wisconsin  
 National Association of  
 Educational Broadcasters'  
 Ohio State University  
 Sarkes-Farzan-BED  
 WTDS

Huntington, Indiana  
 Redwood City, California  
 Detroit 2, Michigan  
 Madison, Wisconsin  
 14 Gregory Hall  
 Urbana, Illinois  
 Columbus, Ohio  
 Bloomington, Indiana  
 1901 West Central  
 Toledo, Ohio  
 9345 Lawton Avenue  
 Detroit 6, Michigan  
 Madison, Wisconsin  
 West Lafayette, Indiana  
 Detroit 2, Michigan  
 228 Gregory Hall  
 Urbana, Illinois  
 Chicago, Illinois  
 14 Gregory Hall  
 Urbana, Illinois  
 14 Gregory Hall  
 Urbana, Illinois

Hull, Richard & Mrs.  
 Ide, Russell  
 Lamb, Harry D.

Lardie, Mrs. Kathleen N.

WTWS Detroit Public Schools

McCarty, Harold B.  
 Miles, James  
 Rickard, Paul B.  
 Rider, Richard L.

WMA University of Wisconsin  
 WBAA Purdue University  
 Wayne State University  
 WILL University of Illinois  
 TU-MP  
 University of Chicago  
 National Association of  
 Educational Broadcasters'  
 N.A.E.B.

Rosenheim, Ned  
 Skornia, Harry J.

Underwood, Robert E., Jr.

GUESTSMSU

Barron, John  
 Blakeslee, John  
 Downey, Rob  
 Emery, Walter  
 Finucan, Jim  
 Frymire, Larry

GUESTS (CONTINUED)MSU

Gray, Gordon L.  
 Green, Willis  
 Howard, Brice H., Jr.  
 LaGuire, Al  
 Lewis, Colby  
 Mann, William A.

GUESTS (CONTINUED)MSU

Martin, Leo  
 Matteson, James  
 Rider, John R.  
 Wayne, Wayne C.  
 Weiser, Virginia 103

MSU STUDENTS

Arvis, James  
 Behler, Conrad  
 Ganung, George  
 Jerrell, Dave  
 Sprague, Sam

OFF CAMPUS

MacDonald, Cecil E.  
 Olmstead, Mrs. Bea  
 Rich, Dwight

Lansing Board of Education  
 Hamtramck Public Schools  
 Lansing Board of Education

Lansing, Michigan  
 Hamtramck, Michigan  
 Lansing, Michigan

## SUMMARY

REGISTRANTS:	65
PROGRAM PERSONNEL	
M.S.U.	7
OFF CAMPUS	19
GUESTS	
M.S.U.	17
M.S.U. STUDENTS	5
OFF CAMPUS	7
	<hr/>
TOTAL	120



JANUARY 22, 1959

DEAR NAEB'rs:

IN AN ATTEMPT TO PULL TOGETHER SOME OF THE LOOSE ENDS OF THE  
UPCOMING CONFERENCE I AM SENDING THIS TO ALL CONCERNED.

To H.B. McCARTY:

WE ARE COUNTING ON YOU TO ORGANIZE THE RADIO SPECIALISTS TEAM.  
OTHER MEMBERS SUGGESTED FOR THE TEAM WERE EITHER McCABE DAY  
OR VERNE MCCALLUM AND POSSIBLY ED BURROWS. IT IS MY UNDERSTANDING  
THAT YOU WOULD PREPARE A THIRTY-MINUTE PRESENTATION, ATTEMPTING  
TO BRING INTO THE OPEN ALL OF THE LATEST INFORMATION ON AM AND  
FM BROADCASTING. THE DIRECTION YOU TAKE WILL BE YOUR DECISION.  
THE HALF HOUR LIMITATION IS ARBITRARY AND SHOULD BE RIGIDLY  
ADHERED TO. YOUR OBJECT IS TO STIMULATE DISCUSSION. DISCUSSION  
WILL BE LED BY THE INDIVIDUAL GROUP'S OWN DISCUSSION LEADER.  
YOU MAY PRESENT ALL OF THE MATERIAL YOURSELF OR YOU MAY CALL ON  
THE ABOVE NAMED PERSONS OR OTHERS TO HELP YOU. YOU WILL PRESENT  
THE INFORMATION THREE TIMES AND PARTICIPATE IN DISCUSSIONS THREE  
TIMES WITH DIFFERENT GROUPS EACH TIME. THE FIRST SESSION IS  
SCHEDULED FOR THURSDAY AFTERNOON; THE SECOND THURSDAY NIGHT AND  
THE THIRD FRIDAY MORNING. HANDOUTS, IF USED, SHOULD BE AVAILABLE  
FOR BETWEEN 100 AND 150 PARTICIPANTS. VISUAL AIDS, IF USED,  
SHOULD BE ARRANGED FOR THROUGH LARRY FRYMIRE.

To DICK RIDER:

ALL OF THE ABOVE APPLIES TO YOU TOO IN THE AREA OF EDUCATIONAL  
TELEVISION. THE PEOPLE SUGGESTED FOR YOUR TEAM WERE MACOMBER,  
ROBERTSON, HULL, AND HUNTER.

To BILL HARLEY:

THE ABOVE APPLIES TO YOU TOO AS REGARDS NAEB. THE MEMBERS  
SUGGESTED FOR YOUR TEAM WERE SCHOOLEY AND SKORNIA WITH HILL  
REPLACING SKORNIA WHEN HE HAS TO LEAVE.

TO ALL OF THE ABOVE THE GENERAL THEME WILL BE THE ROLE OF  
RADIO'S-ETV'S-NAEB'S FUTURE IN EDUCATION. THE DISCUSSION GROUPS  
WILL CONTAIN NEWCOMERS AND OLD COMERS, BROADCASTERS AND CLOSED  
CIRCUIT PEOPLE, INSTITUTIONAL REPRESENTATIVES AND INDIVIDUAL  
MEMBERS. HENCE, THE IMPORTANT POINT TO STRESS, IT SEEMS TO ME,  
IS HOW THE PARTICULAR SUBJECT FITS INTO THE OVERALL DEVELOPMENT  
OF EDUCATION AT ALL LEVELS, BOTH TODAY AND IN THE FORESEEABLE  
FUTURE.

To LEE DREYFUS, ART WELD AND HARRY LAMB:

YOUR ROLE WILL BE TO INTRODUCE THE SPECIALISTS TEAMS, TO CALL FOR  
DISCUSSION WHEN THEIR PRESENTATION IS DONE, AND TO ATTEMPT TO

SECURE PARTICIPATION IN THAT DISCUSSION BY AS MANY PEOPLE AS POSSIBLE. YOU SHOULD URGE SPECIALISTS TO KEEP THEIR RESPONSES SHORT AND IN GENERAL DO A GOOD JOB AS A GROUP DISCUSSION LEADER.

ARBITRARILY I AM MAKING THE FOLLOWING ASSIGNMENTS OF GROUPS: LEE DREYFUS WILL LEAD THE "RED" DISCUSSION GROUP, ART WELD THE "BLUE" DISCUSSION GROUP, AND HARRY LAMB THE "GREEN" DISCUSSION GROUP.

ARBITRARILY THE FOLLOWING SCHEDULE WILL APPLY:

THURSDAY AFTERNOON RED GROUP WILL HEAR THE RADIO TEAM, BLUE GROUP THE TV TEAM, AND GREEN GROUP THE NAEB TEAM.

THURSDAY NIGHT RED GROUP WILL HEAR NAEB, BLUE GROUP RADIO, GREEN GROUP TV.

FRIDAY MORNING RED GROUP TV, BLUE GROUP NAEB, GREEN GROUP RADIO.

THE CONFERENCE IS FULL. WE WILL DO OUR BEST TO PROTECT YOUR STARTING TIME. PLEASE ADJOURN PROMPTLY. THE COOPERATION OF ALL WILL ASSURE SUCCESS.

MANY PEOPLE WERE TO HAVE DONE MANY THINGS IN CONTACTING OTHERS FOR THE CONVENTION PROGRAM. I HOPE THIS DITTO DOES NOT COUNTERMAND ANY OTHER DECISIONS UNKNOWN TO ME. IF SO, PLEASE LET ME KNOW AT ONCE IN ORDER THAT WE CAN STRAIGHTEN AROUND ANY DISCREPANCIES.

SEE YOU IN EAST LANSING.

JIM MILES,  
DIRECTOR REGION III





APPLICATION TO THE COMMISSIONER OF EDUCATION, U.S. OFFICE OF  
EDUCATION, DEPARTMENT OF HEALTH, EDUCATION, AND WELFARE, FOR  
FUNDS TO SUPPORT A PROJECT UNDER THE PROVISIONS OF TITLE VII  
OF THE NATIONAL DEFENSE EDUCATION ACT OF 1958. (P.L. 85-864)

Submitted by: Twin City Area Educational Television Corporation (KTCA-TV)  
Address: St. Paul 8, Minnesota  
Telephone Number: Midway 5-5565  
Initiated by: John C. Schwarzwald, General Manager  
Transmitted by: Loring M. Staples, President  
Date: January 27, 1959

I. Project Title: A Study of the Steps Necessary to Establish a Regional  
Educational Television Network.

II. The Problem: The states of Wisconsin, Minnesota, Iowa, North Dakota,  
South Dakota and Nebraska, though their area is not so densely populated  
as that of some other states, now contain five television stations devoted  
to education. These are: KTCA-TV (Minneapolis-St. Paul), KUON-TV  
(Lincoln, Neb.), WHA-TV (Madison, Wisc.), WMVS-TV (Milwaukee) and WOI-TV  
(Ames, Iowa). The first four of these stations operate on channels  
reserved for education; the fifth, owned by Iowa State College, operates  
on a commercial channel, but pioneered in educational broadcasting. All  
of these stations are broadcasting live educational programs but none is  
interconnected by microwave transmission except the stations at Milwaukee  
and Madison, Wisconsin. There are additional VHF channels reserved for  
education at Duluth, Minnesota; Minot and Grand Forks, North Dakota;  
Brookings and Vermillion, South Dakota; and Des Moines and Iowa City, Iowa.  
There is also a very strong possibility that an additional VHF channel will  
be reserved in the area of Appleton, Minnesota, which is located some two  
hundred miles due West of Saint Paul. In addition, there are eighteen  
unused, reserved UHF channels in the six states.

It is obvious that microwave interconnection of not only the existing  
channels but those VHF channels which will be built in the future with  
grants from government at the state and national levels (and, possibly,  
from private sources) is highly desirable. Such interconnection would  
have the following educational results:

- a. The provision, by television, of first-class basic educa-  
tional programs, at both the in-school and adult levels,  
to areas presently without opportunity to receive such  
programs.

- b. The provision, by television, to the entire area, of the contributions of great teachers now available in only a few educational centers.
- c. The economy of network operation. The five stations now operating separately, but producing about 120 hours per week of educational programs could double, triple or quadruple their program services if they could use each other's programs. Such an expansion of program schedules would become possible at only a fraction of the cost of producing an equivalent number of programs in their own studios (if that were possible at all, regardless of expense).
- d. The resources of six states and of a large number of stations could be combined to give better quality programs.
- e. Regional instead of merely parochial programs would become possible.
- f. A pattern for a national educational network might be established. In any case the pattern would be very useful for other regional networks in other areas.
- g. The existence of a network would in itself provide a strong stimulus for the establishment of additional educational television stations.

If these and other desirable results might accrue from the establishment of a regional network, why is such a network not already established? The answer lies in the facts that:

- a. No one knows what the program resources of the area are (or might be if more stations were established).
- b. No one knows what pattern the engineering (including routing) of the network should follow.
- c. No one knows what the cost of establishment of a network would be.
- d. No one knows what the cost of operation of a network might be.
- e. No thought has been given to an administrative and policy structure under which a network might operate.

It appears reasonable that few legislatures, private foundations or state departments of instruction are likely to recommend establishment of a regional network or expenditure of funds on any part of such a network until answers to these problems are provided. Such answers can be given only on the basis of a thorough study of the steps which must be taken to establish a regional network.

III. Objectives: The principal objective of this study would be to provide to the governors, state officers, legislators and educational administrators (including state and private college regents and trustees) of each of the six states, the following information:

- a. A practical engineering plan for the establishment of the regional network with a schedule of costs for each state's participation in the network. Alternate routes and costs must be clearly indicated.
- b. A listing of program resources presently (and potentially) available to the network in order that no legislator or administrator might be in doubt as to what his constituents might receive from such a network.
- c. A schedule of costs for establishment of a network, including alternate routes and stations, broken down by states.
- d. A schedule of costs for operation of the network, including alternate routes and stations, broken down by states.
- e. An administrative and policy plan for the network which would represent an informed consensus on these matters.

A secondary objective of the study would be to prepare a plan which would stimulate formation of other regional networks and, eventually, a national educational television network.

In furtherance of these objectives Region IV of the National Association of Educational Broadcasters, including representatives of the states mentioned above, and with the participation of Mr. William G. Harley, President of the National Association of Educational Broadcasters and Dr. Harry Skornia, Executive Director, unanimously passed the following resolution supporting this project:

RESOLUTION PASSED BY REGION IV, NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS AT REGIONAL CONVENTION, JANUARY 15, 1959, MPLS., MINN.

Representatives of Region IV of the National Association of Educational Broadcasters meeting in Minneapolis, Minnesota, January 15, 1959, recognizing the desirability of a regional educational television network for the furthering of education at all levels in an area where the population is fairly widely scattered, and noting that Title VII of the National Defense Education Act of 1958 is designed to implement research and experimentation in the use of television for such purposes, do hereby direct John Schwarzwald, Director of Region IV, to prepare and submit an application to the Department of Health, Education and Welfare for a grant to support a research project to investigate the feasibility of such a regional network.



#### IV. Other Related Research:

##### a. State Networks and State Network Plans:

A state network exists in Alabama. One was planned for Oklahoma, though little has been accomplished on this. Florida is actively planning a state network and Ohio has formulated an excellent state network plan. All of these have some relevance to this study but, since all are confined to one state, they are of only moderate value to those planning an interstate network. In programming, administration and policy formulation, no state network can provide guidance to a regional network on which many states must agree and in which both public and private (non-profit) institutions are involved.

##### b. Southern Regional Education Board Educational Television Proposals

The Southern Regional Education Board has proposed, for activation in the future, a regional network of some fourteen southern states. Its proposals differ from the present proposals in the following highly important respects:

1. The Southern Regional Education Board is a quasi-governmental organization unique in this country. Its proposals have little relevance to regional planning where no such organization exists.
2. Educational television is only one aspect of the activities of the Southern Regional Education Board. It cannot devote its full energies to educational television nor does it propose to do so.
3. Many states represented in the Southern Regional Education Board have no educational television stations and contemplate none at this time. Because of this and because of the political necessity of including all states in the plan, the Southern Regional Education Board plan calls for the inclusion of "production centers" and closed-circuit television facilities within its network. This, again, differs greatly from the present proposal which confines itself solely to a network of television stations.

- c. The Educational Television and Radio Center sometimes refers to itself as NET, meaning National Educational Television, but its distribution of programs is almost entirely by means of film and kinescope recordings and it has no present plans for activation of a live network.

#### V. Procedure:

- A. General Method: If, as we assume, encouragement of experimentation in better use of educational television is one of the purposes of Title VII, then procedures should be followed in this project which will provide a basis for greater use of educational television by more people. The procedure proposed falls under the following divisions:



1. Engineering Survey:

A survey by competent professional engineers to determine experimentally the route or routes for a network to follow for the most economical results in terms of potential audience and potential program resources. This will include a lengthy field survey.

2. Program Survey:

A survey by competent professional personnel in educational television to determine the educational television program resources of the area, and a thorough study of areas of strength, weakness and duplication.

3. Policy and Administrative Survey, Including Finances:

A survey by competent professional personnel in educational television to determine what policies would be acceptable to those in charge of, or likely to be in charge of, the educational television effort in each state, which would also be acceptable from a practical operating point of view. The costs of the network, equipment, the cost of the new stations to be established and the operating costs of both must be determined and broken down by states.

4. Coordination of information produced by the above into a Regional Educational Television Network Plan.

This can be done only after the three surveys listed are completed. It will require the assistance of consultants in education, government and television.

B. Approximate Time Schedule:

July 1 -- Oct. 1, 1959	Engineering Field Survey
July 1 -- Oct. 1, 1959	Programming Field Survey
Oct. 1 -- Dec. 1, 1959	Policy and Administrative Survey
Dec. 1 -- Feb. 1, 1960	Coordination and Formation of Network Plan
Feb. 1, 1960 -- Mar. 1, 1960	Publication of Surveys & Network Plan

C. Expected End Product:

A usable plan for an educational television network, which will inform each state officer, legislator and educational administrator in the six states as to what his state must do to establish such a facility, what the cost will be and what he can expect his constituents to receive if such a network is activated. This plan will be in the form of a printed report. The report will also be available to others and, it is to be hoped, will stimulate creation of other regional networks.

D. Publication Plans:

A printed report of some 1,800 copies will be made available to those mentioned above. Publication in educational journals and trade journals of various parts of the report may also be expected. Distribution through the National Association of Educational Broadcasters or other organizations may also be a possibility.

VI. Personnel:

As Chief Consultant we propose Dr. John C. Schwarzwalder. Dr. Schwarzwalder was founder and first Manager of KUHT in Houston, the nation's first non-commercial educational television station. He is now General Manager of KTCA-TV in Minneapolis-St. Paul which he also established. He is uniquely familiar with both institutionally-owned and community ETV stations. He will be able to obtain leave of absence from his work to conduct the project. He is in his third term as a Director of the National Association for Better Radio and Television and his second as a Director of the National Association of Educational Broadcasters. The most recent of his numerous articles, "The Promise of Teaching by Educational Television," appears in the current issue of College English.

As Engineering Consultant we propose Mr. Berten Holmberg, Video Tape Product Control Engineer, Minnesota Mining and Manufacturing Company. Mr. Holmberg, who can obtain leave of absence for the project, is a graduate engineer with eighteen years of broadcast experience. He has served as Chief Engineer for KTCA-TV and prior to that as Chief Engineer for KUOM. He has been a member of the National Association of Educational Broadcasters Engineering Committee for eight years.

As Programming Consultant we propose Mr. Paul Owen, now Assistant Manager of KTCA-TV and former Assistant Manager and Manager of KUHT. Mr. Owen is widely experienced in commercial broadcasting and is a pioneer in educational television. Leave for him can also be arranged.

VII. The office and fiscal facilities of KTCA-TV are available to support the project without cost. An engineering truck with equipment is available for the engineering survey.

VIII. Duration: Total amount of time required: Eight months including preparation of report.

Budget and Financing

IX. Budget:

Category	Federal Funds Requested	Institution or Agency Funds
1	2	3
<b>Personnel:</b>		See Footnote
Chief Consultant ( $\frac{1}{2}$ time, 3 mos.)	\$4,700.00	
Engineering Consultant ( $\frac{1}{2}$ time, 4 mos.)	2,000.00	
Field Engineer, Assistant Engineer & Truck (70 working days x \$125.00 per day)	8,750.00	
Program Consultant ( $\frac{1}{2}$ time, 4 mos.)	2,000.00	
Program Assistant ( $\frac{1}{2}$ time, 4 mos.)	1,000.00	
Secretarial ( $\frac{1}{2}$ time, 8 mos.)	1,000.00	
Outside Consultants on Policy & Administration (6 at 3 days each x \$50)	900.00	
<b>Services:</b>		
Materials	1,765.00	
Publication & Distribution	3,800.00	
Travel (Engineering Consultant)	459.00	
Travel (Program Consultant)	785.00	
Travel (Administrative & Financial Consultant)	721.00	
Sub Total (Direct Cost)	\$ 27,880.00	
Indirect Cost	\$ 4,182.00	
TOTAL COST (ALL YEARS)	\$ 32,062.00	

Footnote: Although matching funds are not specifically listed, the personnel of KTCA-TV who will participate in the project without charge and the use of offices and services at KTCA-TV are expected to amount to approximately \$10,000.00.

X. Other Support: There is currently no other support available for this project nor has this project been submitted to any other agency or organization. This is not an extension of nor an addition to any previous project supported by the Office of Education.

XI. Estimated Cost by Fiscal Year:

Category	Federal Funds Requested	Institution or Agency Funds
1	2	3
Fiscal Year 1959-60	\$ 32,062	
Fiscal Year 1960-61	-	
TOTAL COST (ALL YEARS)	\$ 32,062	

XII. Duration: Beginning Date - July 1, 1959; Ending Date - March 1, 1960

Station WHA-TV  
Madison, Wisconsin  
January 19, 1959

Mr. McCabe Day  
Station WWSH  
School City of Huntington  
Huntington, Indiana

Dear Mac:

I trust by now that you have been informed of the Region III conference to be held at Michigan State University on February 19 and 20. I certainly hope you can attend because we're counting on you to play an important role in the proceedings.

The Planning Committee for the Conference has sought to maximize the opportunity that a regional meeting of this kind presents for a high degree of participation by the attendees by splitting the convention into three groups. Each group will be visited in turn by three separate teams of discussants addressing themselves to the general topic of the future in education of radio, television, and the NAEB. You have been named to the radio team.

The full membership of this group is as follows: McCabe Day, Vern McKown, H. B. McCarty, and Ed Burrows.

This letter is in the nature of an alert; details of your particular responsibilities as a member of the team, the mechanics of the technique, and so forth, will be forthcoming.

Plans for the Region III Conference are shaping up very well and we can look forward to an excellent meeting in East Lansing.

Very cordially yours,

William G. Harley

WGH:jc



January 19, 1959

Mr. James Miles  
Station WBAA  
Purdue University  
Lafayette, Indiana

Dear Jim:

I'm sending along a copy of a proposal which was submitted to the Region IV conference this week. The group, meeting in Minneapolis on January 15, passed a resolution directing Schwarzwaldner to apply under Title VII for funds to conduct experiments on the feasibility of such a regional network.

Since the Region III conference will be concerned with network planning, I thought this proposal and the map would be of interest and possible use to the various committees working on this project for our conference at East Lansing. I leave it to you to decide into whose hands it might usefully be placed.

Had a note from Robertson saying that he had heard about a Region III meeting and wondering if it would be appropriate for him to attend. Apparently no one has contacted him about participation, so I will reply to this effect.

Most cordially yours,

William G. Harley

WGH:jc

# PURDUE UNIVERSITY

STATION WBAA  
LAFAYETTE, INDIANA

JANUARY 15, 1959

MR. WILLIAM G. HARLEY  
PRESIDENT  
NATIONAL ASSOCIATION OF  
EDUCATIONAL BROADCASTERS  
STATION WHA-TV  
MADISON, WISCONSIN

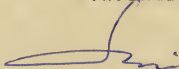
DEAR BILL:

THANK YOU FOR YOUR NOTE OF JANUARY 9. I FIGURED THAT SOMETHING LIKE YOU DESCRIBED HAD HAPPENED. I AM CERTAIN THAT WE MADE GOOD USE OF BOTH RIDER AND BOUWSMA, BUT WE MIGHT HAVE GOTTEN ABOUT AS FAR WITHOUT THEM. I HAVE RECOVERED MY AIR FARE FROM THE UNIVERSITY, SO I WILL JUST HAVE A LITTLE TAXI BILL TO PRESENT. I HOPE RIDER HAS BEEN ABLE TO DO SOMETHING SIMILAR.

I TALKED TO LARRY FRYMIRE ON THE TELEPHONE. WE AGREED TENTATIVELY THAT THE REGISTRATION FEE WOULD BE \$3.50. I THINK THIS GIVES US ENOUGH CUSHION. I GUESS I'M SPOILED IN WORKING WITH OUR ADULT EDUCATION GROUP. I REALIZE THAT THIS IS OLD HAT TO THE MICHIGAN STATE CREW, BUT I SINCERELY HOPE THAT WE NEVER GET TO THE PLACE WHERE PURDUE, AS THE HOST INSTITUTION, CANNOT SUPPLY TO PROFESSIONAL GROUPS THE NECESSARY CONFERENCE SERVICES ON A NO-COST BASIS. I AM SURE WE WILL HAVE A GOOD TIME AT MICHIGAN STATE UNIVERSITY, BUT IT GALLS ME A LITTLE TO SPEND OVER HALF OF OUR BUDGET IN CONFERENCE MANAGEMENT.

NOW THAT THAT IS OFF MY CHEST, WE WILL GO BACK TO WORK WITH A REAL WILL. HOW DID YOU LIKE THE ANNOUNCEMENT?

SINCERELY,



JAMES S. MILES  
DIRECTOR  
WBAA RADIO - TV UNIT

JSM/RAB

THE VOICE OF  
PURDUE



WBAA (920)

HEH  
9 got 2  
copies

To: Jim Miles  
Bill Harley  
Harry Skornia  
Dick Hull  
Frank Bousma  
Dick Rider

From: Larry Frymire

Subject: Planning session for Region III Conference at MSU 2-19-20-59

Place: Illini Center, La Salle Hotel, Chicago, Ill.

Date: January 6, 1959

Region III Tentative Conference Agenda

Location: Kellogg Center, East Lansing

Thursday Feb. 19, 1959

Times listed are EASTERN STANDARD TIME

10:30 am COFFEE HOUR

12:00 INFORMAL LUNCHEON--Kellogg State Room, Union Cafeteria,  
Kellogg Cafe, or adjacent localities.

1:30 pm MEETING # 1 Miles-Chairman

Welcome--Harley-Miles-Pres. Hannah

Business Affairs--Housekeeping, etc.

Roll Call

2:00 pm Speech---Ned Rosenheim, U. of Chicago

2:30 pm Group Meetings

Group # 1 Harry Lamb, Chrmn. NAEB Team  
Group # 2 Art Weld, Chrmn. ETV Team  
Group # 3 Lee Dreyfuss, Chrmn. Radio Team

4:00

5:30

TOURS

WKAR

WMSB

Special locations on campus

6:00 pm BANQUET--Armand Hunter Chrmn.

Stanley Andrews or Alec Southerland Speech

7:30 pm MEETING # 2

Group Meetings

Group # 1 Harry Lamb, Chrmn.

Group # 2 Art Weld, Chrmn

Group # 3 Lee Dreyfuss, Chrmn

ETV Team

Radio Team

NAEB Team

9:00 pm Special Problems Clinic--Elmer Sulzer, Chrmn.

Hill on this clinic - Cohen on apparatus ch

Region III Tentative Adgenda Con't.

~~Feb~~

F Friday Feb. 20, 1959

BREAKFAST---At Will, various locations

9:00 am MEETING # 3

Group Meetings

Group # 1	Harry Lamb, Chrmn.	Radio Team
Group # 2	Art Weld, Chrmn.	NAEB Team
Group # 3	Lee Dreyfuss, Chrmn.	ETV Team

11:00 am not planned

11:30 Kay Lardee--Report on 1959 National Convention

12:00 LUNCHEON Bill Harley, Chrmn.  
Dean Sabine, Speech

1:30 pm MEETING # 4 Frank Bousma, organizer, Chrmn.

Technical Demonstrations

Stereo

Video Tape Recording

etc.

4:00 pm ADJOURN

Alternate Group Chairman---Bert Neeley

INVITATION LIST

Pres. Hannah  
Dean Sabine  
James Denison  
ETRC Staff  
Jim Armsey  
Mr. Seay

Bob Griffith--FAE  
Dwight Rich--Lensing Superintendent  
Mr. Mc Donald--E. Lansing "

Groups of Specialists to make up TEAMS

NAEB Team---Harley-Skornia-Schooley  
ETV Team---Mc Comber-Robertson-Hull-Rider-Hunter  
Radio Team--Mc Cabe Day-Vern McKowen-H.B. McCarty-Ed Burrows

Specialists at Problems Clinic Thursday nite: Walt Emory-Ed Stasheff  
Harold Hill-Beldon-Robertson-McCarty-Frymire, etc.  
not more than 12.

Topic for guidance of TEAMS---" Role of Radio's Future in Education."

"	ETV	"
"	NAEB	"



### Region III Tentative Adgenda Con't.

#### Notes and Comments:

MSU Policy---only under unusual circumstances will persons be permitted to be housed in dormitories while attending meetings at Kellogg Center.  
Kellogg Center Rates---\$ 4.25 per person-double. \$7.50-single.  
Price of Coffee Hour---Coffee-plain .25 per person  
Coffee-cakes .35 per person

Frymire has spoken for minimum rates for our Banquet and Luncheon.  
Prices are---Banquet \$ 2.75 per plate  
Luncheon \$ 1.65 per plate modified service---we pickup our food main dish and take it to pre-set table. Customary extra coffee and Center service prevails.

Printing costs for Conference program will add slightly to Center Minimum registration fee---if we want them to print one for us. I suggest we look for an 'angel' for this. RCA---Sarkes-Terzian---Dage---Zenith or the like. If this is decided...time is of the essence.

Local MSU Committee will invite the following:

Pres. Hannah Jim Denison Dean Sabine Superintendents

Other invitations should be handled by Miles and/or Harley-Skornia.

A meeting with Kellogg Center Conference Co-ordinator planned for Monday Jan. 12th to make what we hope will be somewhat final plans for rooms, facilities, etc. Naturally, further arrangements or modifications are possible later.

Center pre-registration form(300 to Miles~~\*Frymire\*~~) will not contain registration fee rate until we can determine all needs are known.

Miles will mail first announcement ~~including~~ including Center Flyer. Frymire will mail second announcement including registration costs.

Telephone numbers: Miles--Lafayette 92-2387 WBAA. Home-3-2730  
Frymire--Edgewood 2-1511, Ext. 2272 WKAR  
Home-IVanhoe 9-7940  
Harley-Alpine 5-2988 WHA-TV

Submitted by Frymire who looks forward to seeing you all in East Lansing!

C  
O  
P  
Y

January 9, 1959

Mr. James Miles  
Station WBAA  
Purdue University  
Lafayette, Indiana

Dear Jim:

The following demonstrations, speeches, and discussions are lined up for Friday, February 20, in the afternoon:

1. Stereo demonstration - with Ron Renaud of University of Detroit and a man from KLA laboratories. Discussion of present uses and future possibilities.
2. Large screen TV projectors - with Stan Akers, President of GiantView. He will demonstrate the large projector and show its possibilities in connection with ETV broadcasting.
3. Videotape machine - with Terry Hatch of Ampex Corporation. He will give a slide talk, answer questions, and schedule appointments for the Videotape Van to visit stations and schools in this region. This portable VTR will be available for demonstration to the administration of the institutions and will thus be more effective than one demonstration at this meeting.
4. Microwaves and closed circuit lines - with Bob Landry of Michigan Bell. He will discuss the possibilities and problems of microwaves and lines, and will have some financial information and past history of state network plans.
5. FM Multiplexing - with Paul Rickard of Wayne State University and a special guest. They will discuss how multiplexing works and what this means for the future of educational radio.

I will be the chairman of this speaking and demonstration session and will send you more exact information on time later. I hope this is sufficient for the needs we discussed in Chicago.

Sincerely,

Franklin G. Bouwsma  
Executive Secretary

JANUARY 9, 1959

DEAR COLLEAGUE:

AT THE REGION III LUNCHEON HELD DURING THE OMAHA CONVENTION, IT WAS DETERMINED THAT WE SHOULD THOROUGHLY EXPLORE THE POSSIBILITIES OF LIVE RADIO AND TELEVISION NETWORKING WITHIN THE REGION. TO EXPEDITE THIS, IT WAS DECIDED TO APPOINT THREE COMMITTEES. THE ENGINEERING COMMITTEE IS TO INVESTIGATE AND REPORT ON THE FEASIBILITY OF AN INTERCHANGE OF SIGNALS BETWEEN ANY NUMBER OF AM, FM, OR TV STATIONS. THEY SHOULD ALSO INVESTIGATE THE COST OF LAND LINE OR MICRO-WAVE INTERCONNECTION. THE RADIO PROGRAM AND TV PROGRAM COMMITTEES ARE TO INVESTIGATE WHAT PROGRAMS WOULD BE OFFERED FOR NETWORK USE IF SUCH A NETWORK EXISTED.

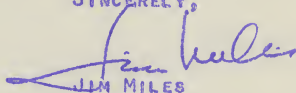
AS YOU UNDOUBTEDLY KNOW BY THIS TIME, THE REGION III MEETING WILL BE HELD AT MICHIGAN STATE UNIVERSITY, FEBRUARY 19 AND 20. I WOULD APPRECIATE A REPORT FROM EACH OF THESE COMMITTEES SOME TIME DURING THAT CONFERENCE. PERHAPS THERE COULD BE SOME INTERCHANGE OF CORRESPONDENCE NOW AND PERHAPS THE CHAIRMEN COULD CALL A MEETING OF THE INDIVIDUAL GROUPS FOR A HALF DAY PRIOR TO THE START OF THE MSU CONFERENCE.

I AM RELUCTANT TO SAY THIS, BUT THERE IS NO FOUNDATION OR HEADQUARTER SUPPORT AVAILABLE FOR COMMITTEE MEETINGS. I TRUST THAT THIS IS OF ENOUGH IMPORTANCE TO YOUR INSTITUTION TO PROVIDE FOR YOUR ATTENDANCE AT THE CONFERENCE AND SIMILARLY FOR ANOTHER POSSIBLE MEETING IF NEEDED SOME TIME IN THE FUTURE.

I SUPPOSE I SHOULD HAVE PREFACED THIS WITH THE ANNOUNCEMENT THAT HARRY SKORNIA HAS CONFIRMED MY APPOINTMENT AS DIRECTOR OF REGION III, REPLACING NAEB PRESIDENT BILL HARLEY.

THE COMMITTEES ARE LISTED ON THE ATTACHED PAGE. I WILL APPRECIATE YOUR ACCEPTANCE OF THIS CHORE AND YOUR ACKNOWLEDGMENT OF IT TO ME AT YOUR EARLIEST CONVENIENCE.

SINCERELY,

  
JIM MILES

JM/RB

ATTACHMENT

## COMMITTEES

### ENGINEERING COMMITTEE:

WALTER EMERY  
MICHIGAN STATE UNIVERSITY  
(CHAIRMAN)

ROBERT HIGGY  
OHIO STATE UNIVERSITY

ROBERT BELDON  
UNIVERSITY OF ILLINOIS

RALPH TOWNSLEY  
PURDUE UNIVERSITY

DUANE WIESS  
WTTV, CHICAGO

### RADIO COMMITTEE:

LARRY FRYMIRE  
MICHIGAN STATE UNIVERSITY  
(CHAIRMAN)

JOHN REGNELL  
UNIVERSITY OF ILLINOIS

BILL EWING  
OHIO STATE UNIVERSITY

HAROLD ENGLE  
UNIVERSITY OF WISCONSIN

McCABE DAY  
HUNTINGTON PUBLIC SCHOOLS

### TV COMMITTEE:

DICK RIDER  
UNIVERSITY OF ILLINOIS  
(CHAIRMAN)

GARNET GARRISON  
UNIVERSITY OF MICHIGAN

UMBERTO NEELY  
WCET-TV, CINCINNATI

PAUL TAPP  
WNVS, MILWAUKEE

JOHN GLADE  
PURDUE UNIVERSITY



To: Jim Miles  
John Maier  
Dick Rider  
Armand Hunter  
McCabe Day

From: W.G. Harley  
Date: December 2, 1958  
Re: Region III Convention Site

First, thanks to all of you for going to the trouble of looking up data and availabilities with reference to holding the convention in your area.

After consultation with several Region III'ers, I have choosen the Kellogg Center in East Lansing as the location for our meeting. The decision was based upon such considerations as relative accessibility by car, physical facilities, availability of a member station(s) for visiting, etc.

The dates for the meeting have been set for Feb. 19-20. This is a bit later in the year than the time decided upon by the group at Omaha, but I felt it advisable to allow more time for prior planning -- particularly for the engineers -- and also to allow my successor as Region III director to get into the act before all is set and frozen.

More details shortly.

W.G.H.

mgv

Station WHA-TV  
January 9, 1959

Mr. James Miles  
Station WBAA  
Purdue University  
Lafayette, Indiana

Dear Jim:

I feel I owe you an explanation about the meeting in Chicago.

As you recall, we set that up originally as a sort of three-man gettogether with Frymaire, you and me plus Skornia if he were available. Subsequently in a phone conversation Skornia asked me if I wanted Rider to come along too. Since Dick was the only one who had replied to my request for suggestions, I said to bring him along if he were available. I also indicated my feeling to Harry that the cost of the meeting should be charged against the money allotted to Region III for its convention.

Evidently this conversation conveyed the notion to Harry that I wanted all of the members of the planning committee to come to the meeting in Chicago and he accordingly sent out his letter of December 30 including the tax exempt certificates and so forth to Hull and Bouswana. This, of course, is why neither Frank nor Dick Hull had any previous information about the Chicago meeting until they got Harry's letter. The result of this was a little larger expenditure than we could well afford for this kind of planning gettogether, but if you or Rider can recapture any of the expense we won't make out too badly.

Of much more importance is the fact that we had a good meeting and I think came up with some first-rate ideas for the agenda. If our plans pan out, we ought to have one of the most successful regional meetings ever.

Very cordially yours,

William C. Harley

WGH:jc

WHA-TV, Madison, Wisconsin

February 23, 1959

Mr. Larry Frymire  
Mr. Irving Merrill  
Station WHAF  
Michigan State University  
East Lansing, Michigan

Dear Sirs:

Just a note to thank you gentlemen on behalf of NIEB for the tremendous job you did on local arrangements for the Region III conference.

It was undoubtedly the best regional meeting to be held so far and you lads deserve a large share of the credit. The accommodations were excellent and Bro. Merrill deserves special credit for his economical exploration of the table decorations.

Thanks to you both for a swell job.

Cordially yours,

William C. Harley

WCH:mgv  
cc: Jim Miles  
Harry Stornia

Send to cc.

"ELECT  
Station WHA-TV, Madison, Wis.  
December 22, 1958

Mr. Larry Frymire  
Station WKAR  
Michigan State University  
East Lansing, Michigan

Dear Larry:

By now I expect Jim Miles has contacted you and has indicated that he is taking over as general chairman for the Region III conference. From now on, I'm sure you'll be pleased to note, things will go much more smoothly and efficiently in the planning of this event. I had anticipated my successor taking over much earlier than this and consequently have been letting things slide a bit, I'm afraid, until almost too late.

I was aware that Irv Merrill was working with you but just felt that it was better not to name two people from the same place to the general convention committee. However, Jim may do as he chooses about this, expanding the original committee or naming other committees. Perhaps Irv might be chairman of the Local Arrangements Committee.

I am pleased to learn that we can now have the Thursday afternoon and evening sessions in the Kellogg Center and I would agree with you that it would be preferable to have the Friday banquet there also. If Jim's noon-to-noon schedule is adopted, the banquet, of course, would be on Thursday night.

I'll forward your letter to Miles so that he can have the information on contacts at East Lansing.

Cordially,

William G. Harley

WGH:jc

cc: Jim Miles





METROPOLITAN EDUCATIONAL TELEVISION ASSOCIATION  
INCORPORATED

345 EAST 46 STREET  
NEW YORK 17, N.Y.  
E. ARTHUR HUNGERFORD, JR.  
19 ORCHARD RIDGE ROAD  
CHAPPAQUA, NEW YORK  
OXford 7-0058

DIRECTOR OF OPERATIONS

Dec 16, 1958

Mr William G Harley  
WHA-TV  
Madison  
Wisconsin

Dear Bill,

Yes, META continues to be precarious but just as it seems about to come a cropper someone comes <sup>over</sup> through with the dough. So maybe we'll make it somehow. The big forces in town haven't decided what role META should play - that's the real trouble. But they will settle it soon.

I enclose a program for our regional meeting. If I can do anything else let me know. Incidentally, we should have a pamphlet out soon on the superintendents' session. It could be rather important.

Best holiday wishes, Mr President,

Sincerely,

  
E A Hungerford jr

MEMO

To: Jim Miles  
Dick Hull  
Frank Bouswma  
Dick Rider  
Larry Frymire

From: W.G. Harley  
Date: December 16, 1958

Perhaps there are some suggestions here for us.

NAEB Region #1 Meeting  
Carnegie International Center  
September 20-21, 1958

Programs

SATURDAY, SEPTEMBER 20, 1958

9:00-11:30 A.M.--FIRST SESSION: 2nd floor Lounge -- 345 East 46th st.

Theme: Regional Networks and Cooperative Programming

1. Recent Important Events in Region I Educational Broadcasting--  
collected and presented by Ralph Steetle, Executive Director,  
Joint Council on Educational Television.
2. Report from Headquarters--Harry J. Skornia, Executive Dir., NAEB.
3. A Live Regional FM Network--  
Seymour N. Siegel, Dir. of Radio Communications, New York City.
4. A Potential Live Network for Television--  
Hartford N. Gunn, Jr., General Manager, WGBH-FM and WGBH-TV,  
Boston, Massachusetts  
Moderator: E.A. Hungerford, Jr., Dir. of Operations (on leave),  
Metropolitan Educational Television Association, Inc.

12:00 noon-1:30 P.M.--Informal lunch at the Beekman Tower or your  
choice. No program at lunch.

2:00-4:30 P.M.--SECOND SESSION: 2nd floor Lounge - 345 East 46th st.

Theme: The Superintendents' Viewpoints on In-School TV

Five prominent Superintendents will give short statements about  
In-School Television in their cities and report significant results,  
after which there will be open discussion.

Dr. William M. Brish--Hagerstown, Md.  
Dr. Harold B. Gores--Newton, Mass  
Dr. Calvin E. Gross--Pittsburgh, Pa.  
Dr. John J. Theobald--New York City  
Dr. Allen H. Wetter--Philadelphia, Pa.

Moderator--Dr. Alan Willard Brown, President, Metropolitan  
Educational Television Association, Inc.

5:00-6:00 P.M. -- Reception -- Terrace Room -- 345 East 46th st.  
(11th floor and up flight of stairs)

6:00-8:00 P.M. -- Dinner Meeting\* -- 2nd floor Lounge -- 345 East 46th st.

Guest of honor and speaker--Dr. George D. Stoddard, Dean, School of Education, New York University, and member, Board of Directors of the Lincoln Center for the Performing Arts, Inc. Dr. Stoddard will discuss the relation of the Lincoln Center to the mass media. Dr. Stoddard will be introduced by Dr. Kenneth Bartlett, Vice President of Syracuse University.

\*The meeting will end promptly, so the theatre-goers can make their curtains.

SUNDAY -- SEPTEMBER 21, 1958

10:00A.M.-12:00 Noon -- THIRD SESSION: 2nd floor Lounge-345 East 46th st.

Theme: The Potential for Improved Communications between  
People and Nations by Radio/Television

Chairman: Dr. Harry Shornia, Executive Director of NAEB

1. The Role of the Broadcasting Foundation of America  
Basil Thornton, Executive Director, B.F.A.
2. A Question Period -- James Armsey -- Ford Foundation

# ***naeb***

REGION 3 CONFERENCE



Purdue University  
Lafayette, Indiana  
January 18-19, 1957



Friday, January 18

10:00 Registration - Coffee -- Informal Discussion

1:30 Opening Session            Miss Ola Hiller, Presiding  
Director, Region 111

Keynote Address            Harold B. McCarty  
University of Wisconsin  
"Radio Education: The Forward Look"

4:00 Tour of Purdue University Radio-Television Studios

5:00 Demonstration            Teaching by Television  
Purdue University Staff

6:30 Dinner                    James Miles, Host, Presiding  
Speaker                    Dr. George E. Davis, Head, Adult  
Education Division, Purdue University

8:15 Panel                    NAEB: Present and Future

Dr. Burton Paulu, NAEB President  
Frank E. Schooley, NAEB Past President  
Dr. Harry J. Skornia, Executive Director, NAEB  
Harold E. Hill, Associate Director, NAEB  
Robert Underwood, Jr., Network Manager, NAEB  
Cecil S. Bidlack, Television Engineer, NAEB

Saturday, January 19

9:00 Symposium --- Elmer G. Sulzer, Chairman  
Indiana University

## Participants

Waldo Abbott, University of Michigan  
Mrs. Kathleen Lardie, Detroit Board of Education  
Robert Coleman, Michigan State University  
Miss Judith Weller, NBC, Chicago  
Dr. I. Keith Tyler, Ohio State University

10:00 Interest Group Meetings  
(See following page)

11:30 "New World" Monitor Broadcast Origination

Theme: Technology and Communications  
Ned Rosenheim, Moderator  
University of Chicago

12:30 Final Luncheon Session

Presiding                      Miss Ola Hiller

Speaker Richard B. Hull  
Ohio State University

## "Education's Role in Mass Communications"

*Nonakov*

*Bill Stegler  
Warren Seibert*

Saturday, January 19

10 a.m.

Interest Group Meetings

1. University Radio  
Harold A. Engel, Chairman, University of Wisconsin
2. Problems of Larger School Radio Stations  
Harry D. Lamb, Chairman, Toledo Public Schools  
  
Programming, Audience and Utilization, Station  
Operation, Propagation of the Faith, Radio and  
Television
3. Problems of 10 Watt School Radio Stations  
M. McCabe Day, Chairman, Huntington Public Schools
4. Educational Television  
Richard L. Rider, Chairman, University of Illinois  
  
Low-Power, Low Cost Television Stations: The  
Educational Potential and the Technical Problems  
  
Stephen C. Hathaway-WMUB, WMUB-TV, Miami University  
James L. Lahey-General Mgr., Dage Television Division  
Cecil S. Bidlack-Television Engineer, NAEB
5. Problems in Teaching a Television Course  
F. G. Macomber, Chairman, Miami University  
W. C. McNelly, Instructor, TV Course in College  
Psychology, Miami University  
James Mitchell, Instructor, TV Course in Foundations  
of Human Behavior, Miami University

To: Jim Miles  
Dick Hull  
Frank Bousswma  
Dick Rider  
Larry Frymire

From: W.G. Harley, Director, Region III  
Date: December 12, 1958

Re: Region III Convention

I am appointing you gentlmen to the general arrangements committee for the convention. Frankly, I had hoped to hold off on setting things up in advance of my successor's election, but the time is growing too short to hold off any longer. So this is something to throw into the hopper to get us started

First, let me fill you in on what's already set up.

Date: Feb. 19-20  
Place: Michigan State University, East Lansing  
Housing: Kellogg Center; Meetings: Union Building  
In Charge of Local arrangements: Larry Frymire

#### Housekeeping:

We will be housed in the Kellogg Center, but due to unavailability of meeting rooms on these dates we will need to hold the sessions in the Union Building nearby. We will also have our meals in the Union (other than breakfast and the banquet). Tentative plans have been made to hold a modest banquet in the Kellogg Center on the 20th.

Kellogg Center has ample accommodations on the 19th and 20th but, it can not house a large number who might wish to come the night of the 18th. It has 10 double rooms at the Center for ladies and can put up the men in adjacent dormitories.

I suggest we arrange the program to run from the afternoon through the following evening and in that way most people can travel to East Lansing during the morning and afternoon of the 19th. Schedule might run something like this:

Feb. 19 4:00pm-4:30 Registration  
4:30 - Coffee Hour - Get acquainted session  
8:00 - First Conference Session

Feb. 20 9:00am-12:00 Morning Sessions  
2:00pm-4:30 Afternoon Sessions  
6:30 pm Dinner - Speaker

Finances: Headquarters has agreed to make available \$400 toward the cost of a regional meeting. (Available funds must be divided among three regions.) This amount is not large enough to go very far and certainly some \$25-\$50 will need to be held out to cover administrative and incidental expenses.

There would seem to be these possibilities. Apply the money toward:

1. Expenses of participants, probably limited to those coming from beyond a 50 mile radius and paid as a flat fee or on the basis of total miles traveled.



2. Honoraria for outside speakers. Probably one or two outstanding people could be brought in to strengthen the program. If no funds are so employed we must rely upon "home-grown" speakers.

3. Banquet the final night. (Prices range from \$2.75 to \$4.75.)

Another source of financing is a registration fee. Region I, at its recent meeting, charged an \$8 fee. This brought them in about \$400 which added to the Headquarter contribution gave them a budget of about \$800 and covered speakers' fees and a cocktail party. The Continuing Education Service of Michigan State charges a \$2.00 fee per conferee anyway and we might add on to this so as to derive a few dollars from each registrant.

Possible budgets, based on 100 registrants:

<u>Income</u>	<u>Maximum</u>	<u>Medium</u>	<u>Minimum</u>
Registration fee @ 4	\$400	@3\$300	\$200
NAEB Contribution	400	400	400
	<u>\$800</u>	<u>\$700</u>	<u>\$600</u>
<u>Outgo</u>			
Cont. Ed. Service charge	\$200	\$200	\$200
Banquet	300	270	270
Speakers	250	200	100
Incidentals	50	30	30
	<u>\$800</u>	<u>\$700</u>	<u>\$600</u>

The above budgets make no contribution toward defraying expenses of conferees. However, Region III'ers came to Purdue without any assurance of expense contributions and I think they'll come to East Lansing on their own, too.

#### Program:

- I. Region Network Possibilities
  - a. Report of Engineering Committee
  - b. Report of Program Committee
- II. The NAEB and Its Services
- III. Plans for the Detroit Convention
  - a. Report of Convention Committee

And those are the only items I have to offer at the moment. I enclose the agenda of our last Region III Meeting for reference and suggestions.

Can I have some fast reactions to this memo and any idea you have on a program, participants, etc. Speed is the thing. Just scribe on the back of these pages if it will accelerate the communication process.

WGH

mgv

NATB REGION III CONFERENCE  
Purdue University, Lafayette, Indiana  
Jan. 18-19, 1957

Friday, January 18

- 10:00 Registration, Coffee, Informal Discussion
- 1:30 Opening Session, Miss Ola Hiller, Presiding Director, Region 3  
Keynote Address, Harold B. McCarty, University of Wisconsin  
"Radio Education: The Forward Look"
- 4:00 Tour of Purdue University Radio-Television Studios
- 5:00 Demonstration: Teaching by TV, Purdue University Staff
- 6:30 Dinner Speaker: James Miles, Host, Presiding Dr. George E. Davis  
Head, Adult Education Division, Purdue University
- 8:15 Panel: NAEB: Present and Future  
Dr. Burton Paulu, NAEB President  
Frank E. Schooley, NAEB Past President  
Dr. Harry J. Skornia, Executive Director, NATB  
Harold F. Hill, Associate Director, NATB  
Robert Underwood, Jr., Network Manager, NAEB  
Cecil S. Biblack, Television Engineer, NAEB

Saturday, January 19

- 9:00 Symposium: Elmer G. Sulzer, Chairman, Indiana University  
Waldo Abbott, University of Michigan  
Mrs. Kathleen Lardie, Detroit Board of Education  
Robert Coleman, Michigan State University  
Miss Judith Waller, NBC, Chicago  
Dr. I. Keith Tyler, Ohio State University
- 10:00 Interest Group Meetings
1. University Radio  
Harold A. Engel, Chairman, University of Wisconsin
  2. Problems of Larger School Radio Stations  
Harry D. Lamb, Chairman, Toledo Public Schools  
Programming, Audience and Utilization, Station Operation,  
Propagation of the Faith, Radio and Television
  3. Problems of 10 Watt School Radio Stations  
M. McCabe Day, Chairman, Huntington Public Schools
  4. Educational Television  
Richard L. Rider, Chairman, University of Illinois

Low-Power, Low Cost Television Stations: The Educational Potential and the Technical Problems

Stephen C. Hathaway-WMUB, WMUB-TV, Miami University  
James L. Lahey-General Mgr., Dage Television Division  
Cecil S. Biblack-Television Engineer, NAEB

5. Problems in Teaching a Television Course  
F.G. Macomber, Chairman, Miami University  
W.C. McNelly, Instructor, TV Course in College Psychology,  
Miami University  
James Mitchell, Instructor, TV Course in Foundations of  
Human Behavior, Miami University

11:30 "New World" Monitor Broadcast Origination

Theme: Technology and Communications  
Ned Rosenheim, Moderator, University of Chicago

12:30 Final Luncheon Session

Presiding: Miss Ola Hiller

Speaker: Richard B. Hull, Ohio State University

"Education's Role in Mass Communications"

WHA-TV, Madison, Wisconsin

December 9, 1958

Mr. E. Arthur Hungerford, Jr.  
19 Orchard Ridge Road  
Chappaqua, New York

Dear Art:

You scribbled some notes for me at Omaha, but in my usual disorganized fashion, managed to lose them. I'm referring to your recent regional conference.

In preparing for the Region III convention which is now set for the middle of February it would be most helpful if I could obtain a copy of your agenda. Perhaps you had a printed program and have an additional copy lying around that you could send to me. If so, I'd appreciate it very much.

I am distressed to hear continuing gloomy reports on the META situation and sincerely hope that some silver lining will emerge before too long. Meanwhile I wish you well on your personal project. May we expect a new book to emerge from this activity? Or is this just another genuflection in the cause of Phdism?

It was good to see you at Omaha and perhaps we can have a longer chat in New York sometime when I get out that way.

Cordially yours,

William G. Harley

cc: H. Skornia





METROPOLITAN EDUCATIONAL TELEVISION ASSOCIATION  
INCORPORATED

345 EAST 46 STREET  
NEW YORK 17, N.Y.

OXford 7-0058

DW 1-18

DIRECTOR OF OPERATIONS

E. ARTHUR HUNGERFORD, JR.  
19 ORCHARD RIDGE ROAD  
CHAPPAQUA, NEW YORK

10/20

Dear Harry & Hank,

Don't know who should get this so  
here to both. Sorry at being with you all  
at the Convention & thank you are a  
cool parliamentarian!

① Several people suggested that Bob  
Underwood be given a general session spot.  
② Several in-school folks thought  
that many so-called in-school types might  
better be used for general release &

③ Leonard Reed, Voice of America,  
(in charge of English broadcasts) 330 Independence Ave.  
Washington DC was at convention & I think  
he would like to participate in Committee  
which reviews offerings to the NAEB type network.  
That's all for now -

Sincerely,  
Art

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS



NAEB

OFFICE OF EXECUTIVE DIRECTOR

UNIVERSITY OF ILLINOIS  
119 GREGORY HALL  
URBANA, ILLINOIS

October 27, 1958

To: Bill Harley, Region III ✓  
Richard Vogl, Region IV  
Bob Schenckan, Region V

From: Harry J. Skornia *HJ.*

Have discussed with President Schooley how most equitably to help support regional meetings requested. The decision we've come up with is to tell each of you three that you can each count on not over \$400.00 for a regional meeting before June 30.

If and when you get dates set and plan to send out announcements please correspond with Harold Hill on the way in which reimbursements and/or expenses (for which we are to pay) will need to be handled. Since all travel (if any) which is reimbursed has to be tax exempt, since this all goes through on University of Illinois vouchers, etc, **we** want to be sure none of you gets stuck or frustrated later on.

HJS:jg

CC: F. E. Schooley  
H.E. Hill

MICHIGAN STATE UNIVERSITY

OF AGRICULTURE AND APPLIED SCIENCE • EAST LANSING

TELEVISION STATION • WKAR-TV

October 22, 1958

Mr. William Harley  
Program Director, WHA-TV  
Radio Hall  
University of Wisconsin  
Madison, Wisconsin

Dear Bill:

In answer to your inquiry concerning the availability of the Kellogg Center for a proposed regional 3 meeting in January, the only Thursday and Friday dates available would be January 22 and 23. However, no conference rooms would be available at this time due to other conferences and programs already scheduled.

There are two weekends available: Friday and Saturday, January 9 and 10, and Friday and Saturday, January 16 and 17. Conference rooms and all the necessary facilities are available on these dates.

Single rooms are \$7.50, double rooms are \$8.50; the latter making it \$4.25 for each person in a double. All rooms are capable of double occupancy since each room contains twin beds. The price of meals, in case you would like to arrange for luncheons or dinners for the group, are as follows: luncheons, \$1.90 to \$2.75; dinners, \$2.70 to \$4.75. The menu you select would determine the price.

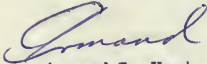
62-1511  
X 2541  
This is about all the information I can give you at this time. The Center would like to know how many meeting rooms you would require; for example, how many rooms you would like for small group meetings and if you would like one large room for a meeting of the entire group. If you can supply this information, please communicate directly with Tunis H. Dekker, Assistant Director, Continuing Education Service, Kellogg Center, Michigan State University, East Lansing, Michigan. Dekker can give you an estimate on registration fees to cover services and conference room requirements as soon as he knows how many such rooms you need and what the nature of the services would be.

You don't need a middle man on this. If you think that the weekend dates would be acceptable and you would like to consider nailing them down, write direct to Dekker, who will handle the arrangements for you through his office.

Mr. William Harley  
October 22, 1958  
Page 2

We would certainly like to have the meeting here at Michigan State, but the decision is yours. I would appreciate knowing what you decide to do. Hope that the above information will give you enough to go on for your planning needs.

Best always,



Armand L. Hunter  
Director of Broadcasting

ALH:bjs



Scanned from the National Association of Educational Broadcasters Records  
at the Wisconsin Historical Society as part of  
"Unlocking the Airwaves: Revitalizing an Early Public and Educational Radio Collection."



A collaboration among the Maryland Institute for Technology in the Humanities,  
University of Wisconsin-Madison Department of Communication Arts,  
and Wisconsin Historical Society.

Supported by a Humanities Collections and Reference Resources grant from  
the National Endowment for the Humanities



Any views, findings, conclusions, or recommendations expressed in this publication/collection do not necessarily reflect those of the  
National Endowment for the Humanities.